



GUATEMALAN EXPORTERS ASSOCIATION

AGEXPORT

Development Division

ANNUAL REPORT

Rural Value Chains Project

Period From:

October 2012 – September 2013

Cooperative Agreement No. AID-520-A-12-00003



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Presented by:

Guatemalan Exporters Association (AGEXPORT)
Development Division
Rural Value Chains Project
15 Avenida 14-72, zona 13
Guatemala City, Guatemala, Central América
Telephone: (502)2422-3400. Fax: (502)2422-3434

DISCLAIMER

The expressed opinions from the author in this publication do not necessarily reflect the opinions of the United States Agency for International Development or of the United States.

General Data

Executor	Consortium of Rural Value Chains Project
Consortium Representative	Guatemalan Exporters Association (AGEXPORT). www.export.com.gt/ / www.encadenamientosempresariales.com
Name of the project	Rural Value Chains Project
Cooperation Agreement	AID 520-A-12-000003
Sub Grantees	Save the Children. www.savethechildren.org Rainforest Alliance. www.rainforest-alliance.org
Sub Contracts	INCAP www.incap.org Vital Voices Guatemala www.vitalvoicesguatemala.org Sotz'il www.sotzil.org IICA www.iica.int/esp/regiones/central/guatemala/ Laboratory Commission of AGEXPORT www.glabs.com Commission of differentiated coffees of AGEXPORT Craft Commission of AGEXPORT www.handmadeinguatemala.com School of Foreign Trade
Strategic Alliances	Associations, Cooperatives, Services Providers, Brokers, Organizations and public and private institutions, International Cooperation, Financial Institutions, SESAN, MAGA, and others.
Period of RVCP	May 29 th , 2012 – May 22 nd , 2017
Geographic Area	12 municipalities at the department of Quiché, Totonicapán, and Quetzaltenango.
Prioritized Sectors	Horticulture, Coffee and Crafts
Total Budget	US\$ 23,000,000
General Goal of the Project	To expand participation of families from rural area in the chosen value chains in order to increase their income.
Name of the document	Annual Report from October 2012 to September 2013

Acronyms

AGEXPORT	Guatemalan Exporters Association
AGREQUIMA	Guild of Agricultural Chemical Association
BPA's	Good Agricultural Practices
EE	Business Chains
FIDA	International Fund for Agriculture Development
GABAS	Food-Based Dietary Guidelines for Guatemala
GTI	Technical Group of INCAP
HIVOS	Humanist Institute for Development Cooperation
IICA	Interamerican Institute of Cooperation on Agriculture
INACOP	National Institute of Cooperatives
INCAP	Nutritional Institute of Central America and Panama
MAGA	Ministry of Agriculture
MSMEs	Micro, small and medium-sized enterprises
M & E	Monitoring and Evaluation
ORCAFI	Coffee network organizations at Ixil
PEE	Chain Business Program
ADINA	New Alliance Integral Development Association
PCSAN-G	Community Promoter SAN and Gender
SMEs	Small and Medium-sized Enterprises
SAN	Food and Nutritional Security
SESAN	Food and Nutritional Security Secretariat
USAID	United States Agency for International Development
VVG	Vital Voices Guatemala

CONTENT INDEX

I.	Introduction	7
I.	Introduction	7
II.	Objectives and Scopes of the Project.....	9
III.	Territorial coverage of the Rural Value Chains Project	9
IV.	Performed preparatory actions.....	11
V.	Interinstitutional Coordination (partners)	12
VI.	Coordination other projects of USAID.....	13
VII.	Progress in the period results	14
	COMPONENT 1: Improve the competitiveness of the value chains	16
i.	Diagnosis of possible chains	17
ii.	Design of chains.....	17
iii.	Selection of Business Chains	17
iv.	Formalization.....	18
v.	Execution of Chains	18
	Strategic Objective:	30
	Specific Objectives	31
	Methodology or Work Strategy	31
	COMPONENT 2: Expand participation in rural value chains	46
	COMPONENT 3: IMPROVE AGRICULTURAL PRODUCTIVITY.....	56
	COMPONENT 4: Expand markets and commercialization through innovation of private sector.....	58
	COMPONENT 5: Extend the crops productivity for domestic consumption and improve food usage	
	61	
	COMPONENT 6: Improve competitiveness of crafts value chains	64
VIII.	Cross-Cutting Theme:	75
IX.	Institutional Alliances: Public, Private, and International Cooperation	82
	Coordination with members of the consortium of the Rural Value Chains Project	82
X.	Monitoring and Evaluation.....	83
XI.	Communication	83
XII.	Certification ISO 9000-2008 of the Business Chains Program (PEE):	85
XIII.	Administration.....	86
XIV.	Institutional Strengthening	86
XV.	Indirect Costs.....	86
XVI.	Total Execution from October 2013 to September 2013	86

Charts Index

Chart No. 1	10_Territorial Coverage of the Project	10
Chart No. 2	15_Progress in Execution of Chains	15
Chart No. 3	Business Chains on execution	25
Chart No.4	28_Organizations of Coffee Producers in the Ixil region, El Quiche	28
Chart No. 5	28_Chart No. 6	29
Chart No. 7	37_List of promoters and their distribution per chain	37
Chart No 8	45_Progress of indicators, Component 1.....	45
Chart No. 9	Total of registered households in Component 2 for the implementation of RVCP	49
Chart No. 10	Visits of Technical Assistance of RVCP	51
Chart No. 11	51_Areas with sowings of horticultural crops expressed in hectares	51
Chart No. 12	53_Developed training events	53
Chart No. 13	54_Progress on indicators, Component 2.....	54
Chart No. 14	57_Progress on indicators, Component 3.....	57
Chart No. 15	59_Progress on indicators, Component 4.....	59
Chart No. 16	62_Registry of groups and participants in Component 5	62
Chart No. 17	63_Progress on indicators, Component 5.....	63
Chart No. 18	65_List of chains of Component 6	65
Chart No. 19	74_Progress of indicators, Component 6.....	74
Chart No. 20	80_Value Chains where sensitization process has been started	80
Chart No. 21	80_Accompanying to training activity	80

ANNUAL REPORT FROM OCTOBER 2012 TO SEPTEMBER 2013

RURAL VALUE CHAINS PROJECT

I. Introduction

This report contains the principal advances of the results of Rural Value Chains Project –RVCP- executed by Guatemalan Exporters Association –AGEXPORT- , leader of the consortium which is formed by: **Save the Children, Rainforest Alliance, Central America and Panama Nutrition Center –INCAP-, Vital Voices Guatemala, Sotzi’ Association, and Interamerican Cooperation Institute for Agriculture –IICA-**.The developed activities correspond from October 2012 to September 2013.

The complexity of RVCP has required and intense coordination among the different organizations which are members of consortium in order to react to the specified objectives in the components that formed the field strategy.

Inside the “Feed the Future” initiative at the central highlands in order to reduce rural poverty and malnutrition through partners’ organizations, the RVCP, led by AGEXPORT, has required coordination efforts with the purpose of making effective synergies that optimize the usage of resources inside the geographical areas that correspond to each one of the organizations and that in some cases are overlapped in the agricultural production areas, food security, health and environment. The communication and integration of action plans has been promoted, sharing work agendas, relevant information and teaching materials.

In summary of the undertaken activities in this period, the RVCP through Component 1 under the responsibility of Agexport attends 18 agricultural value chains and 6 crafts value chains through Component 6, reaching a total of 4,809 beneficiaries (25.3% women). Thus, RVCP has overcome in 13 chains to the projected quantity for the first year implementing the project.

From the 18 agricultural value chains, 15 are linked to horticultural production and 3 are linked to coffee production, all formed by small producers legally organized. Each chain has business and investments plans, as well as, training programs according to performed diagnoses. Additionally, 7 chains were recently diagnosed and its business and investment plans were made, which were presented on July to Selection Committee, who analyzed and approved them for, invest and execute.

The horticultural chains have begun the production and commercialization cycles in the crops of peas and green beans, nine value chains have negotiated sales for Q.4.410,173,000 (Four-millions Quetzales) in this quarter. In the coffee chains, practices of integral managing of coffee rust are being implemented, trainings and the second application of organic fungi-stats were held. Close coordination, with the Technical Committee of Coffee Ixil region integrated nine associations or networks, is maintained, in order to monitor the Plan of Rust Management.

The plan includes not only principles of integrated control but recovery in the short term plantations looking for the sustainable production and strengthening the business relationship with the companies purchasing high quality organic coffee.

In the strategy of component 2 and 5 contextualized in the expansion of the value chains, the organization Save The Children has facilitated meetings and pre-diagnoses in the region with 53 groups of small producers from which six have been selected to do the corresponding diagnoses. Three of these organizations have begun trainings about agricultural management of crops of peas, Brussels sprouts and potatoes. Technical guidelines have been discussed by Agexport and Save The Children about the training process in order to incorporate such groups of Type B producers to highly productive chains Type A.

The Nutrition Institute of Central America and Panama (INCAP), also, has coordinated actions with Save The Children, in the components 2 and 5, especially about the work methodologies in the areas of nutritional and health security. The revision of the teaching materials and training phase, of promoters in home orchards and risk management, has begun.

In order to know the income per capita of the population of the 12 municipalities covered by RVCP and other relevant indicators of the Monitoring and Evaluation System, Agexport in coordination with Dev Tech and INCAP, structured the methodology of the Basal Line, surveys, logistic and required budget. The basal line will be implemented in July, which will require of coordination at field level with leaders of value chains. The basal line will provide an initial picture of the regional situation in the aspects: socioeconomic, nutritional, environmental, and of gender, which will strengthen the indicator series of the RVCP.

In the refinement of the indicators of monitoring and evaluation stated by USAID and the additional indicators of RVCP, both have been revised by the unit of M&E doing the segregations in formats according to the Book of indicators of FTF. Given the abundance of indicators of RVCP, it has drafted a database which allows a dynamic collection of data. In the coming months the database will be tested and efforts to hire a company to elaborate software will be made.

In the component of improvement of competitiveness of the crafts chain, six crafts organizations from 10 initially identified (six of textile producers, two of accessories, one of natural fibers, and one of wood) have been diagnosed. Experience exchanges between the different groups and buyer companies have been done.

In the aspects of quality management, the Business Chains Program of the Development Division of Agexport after the done audit by the certifier ICONTEC received for 4 consecutive years the certification of the system of quality management ISO 9001:2008 which allow maintaining quality control in all processes of the implementation and management of the projects.

Administratively, the six components of RVCP have received the required support and the following up to the purchase process and materials and equipment supply like technical audits. Besides, coordination and training meetings were held with partner organizations of the consortium about the administrative aspects and required information for maintaining actualized administrative information and giving compliance to administrative and quality established guidelines (ISO 9001:2008).

II. Objectives and Scopes of the Project

Increase the sustainable economic growth powered by markets access through value chains in rural zones as a mean to reduce sustainably rural poverty and malnutrition, reaching the global objective of the “Feed the Future” (FTF) initiative of the United States Government which is “to sustainably reduce worldwide poverty and hunger”.

General Objective:

Increase the sustainable economic growth powered by markets access through value chains in rural zones as a mean to reduce sustainably poverty and malnutrition.

Strategic Objectives:

1. Improve competitiveness and productivity of value chains increasing family participation.
2. Improve household productivity to increase income and food availability.

Specific Objectives:

The specific objectives have direct relation with the implementation components of the project, and as a whole include the following:

1. Improve competitiveness and extend the capabilities in associative selected MSMEs through specialized technical assistance to increase the capacity and market access.
2. Expand the coffee and horticultural production and sales model in favor of poor rural households.
3. Improve agricultural productivity through the access to new technologies for innovation, mitigation and adaption to climate change, good agricultural practices, and certifications demanded by the market to improve the competitiveness of MSMEs associations.
4. Develop a project to expand horticultural crops production and commercialization with direct participation of 4 *Pinos* in alliance with the Cooperatives Federation of Quiche, for this products commercialization.
5. Increase crops productivity in rural households for domestic consumption and improve its usage.
6. Strengthen women participation in craft value chains and increase productivity and competitiveness of MSMEs that produce crafts.

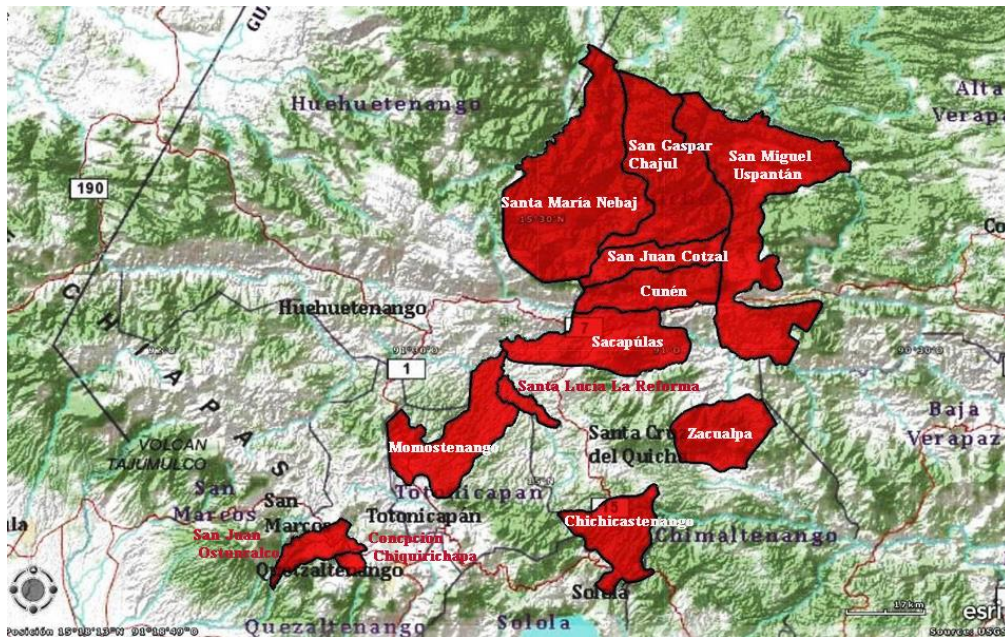
III. Territorial coverage of the Rural Value Chains Project

The Rural Value Chains Project –RVCP- has its coverage on 12 municipalities of the departments of Quiche, Totonicapan and Quetzaltenango, western Guatemala. In the Chart 1 the coverage of the program is presented:

Chart No. 1
Territorial Coverage of the Project

No.	Municipality	Department
1	San Juan Ostuncalco	Quetzaltenango
2	Concepción Chiquirichapa	
3	Santa María Cunén	Quiché
4	Santa María Nebaj	
5	Sacapulas	
6	San Miguel Uspantán	
7	San Gaspar Chajul	
8	San Juan Cotzal	
9	Zacualpa	
10	Chichicastenango	
11	Momostenango	Totonicapán
12	Santa Lucia La Reforma	

Map No. 1
Geographical Location of the Coverage of the Project



IV. Performed preparatory actions

Given the magnitude of the scopes of the Rural Value Chains Project and the integrity of the expected results, a series of actions were performed to generate the conditions that assures an adequate planning and implementation of the project. In that sense, after the contractual formalization between USAID and AGEXPORT as leader of the consortium RVCP, it was necessary to do work meetings between both teams, consortium partners, public entities and others, to approach and deepen in the general strategies that require the beginning of a Project of such magnitude.

The foregoing meant performing a strategic analysis of the context of the scope and expectations of the Feed the Future Initiative for Guatemala and of how does the Rural Value Chains Project responds to this initiative. Besides, it implied an analysis of the context of the national public policies focused on overcoming the food insecurity problems, gender equity, and adaption to climate change in Guatemala and the alignment of the Rural Value Chains Project as support mechanism to themselves. This involves defining the degree of relationship and connection with public entities as SESAN and MAGA, among others.

As a coordination and follow up mechanisms in preparatory phase, regular meetings are held between the Project Direction team and the Official assigned by USAID, in order to discuss strategic and administrative themes and the advances of the implementation process. In the Development Division and in the Business Chains Program of AGEXPORT, adjustments to the implementation strategies and organization of the direction, operation and administration teams were held. The foregoing implied the integration of a Direction Committee as a mechanism and space of analysis for

planning, organization, execution and monitoring of the process; adding to it and for the effects of the operation of the project in the field, operation centers in Quetzaltenango, Santa Cruz, and Nebaj were defined in order to strengthen the participation in this territories and assure the services to the organizations of producers in the chains; Besides easing the communication and coordination with the partners of the consortium, local governments, public entities, export enterprises, and other partners to the Project.

Parallel to the above, meetings with public entities were performed, to analyze and explore work alliances which allow complementing and expanding the scale of scopes. Above all, work lines were identified with MAGA and SESAN in the framework of Zero Hunger Pact at territorial level.

Finally, and as a part of the preparatory phase, we have worked in the design of the monitoring and evaluation systems of the Project, its tools and methodology that could be in harmony with the implemented system by USAID at a general level of its intervention in Guatemala. This supposed to analyze the methodology and the scopes of the baseline of the project, its articulation with the indicators of the initiative Feed the Future and the lifting mechanisms of information previewed by USAID.

V. Interinstitutional Coordination (partners)

The multiactors strategy of RVCP that implements AGEXPORT has required a permanent coordination in all the members of the consortium, therefore during the FY 2013, diverse meetings were held, at first at a bilateral level with each one of the partners that will execute at level of sub-accordance or subcontract any part of the project, this in order to analyze the scope of its participation in the different components of the project, strategies, products, activities and budget.

The terms of reference and contracts were established for the execution of some components or cross-cutting themes, for which goals, activities and results were defined for each one of the agreements. Agreements and contracts have been signed with the following institutions:

- Agreement of sub-donation with Save the Children for execution of the components 2 and 5 of the project, with validity from October 1st 2012 to April 30th 2017, the amount of the agreement is of US\$ 4.600, 000.00.
- Agreement of sub-donation with Rainforest Alliance for the design of the Environmental Mitigation Plans of each one the of the value chains that could be executed in the framework of the project, the amount of the agreement is US\$ 644,805.00, with validity from October 1st 2012 to April 30th 2017.
- Subcontract with INCAP for the execution of the activities of Nutritional and Food Security in each one of the Rural Value Chains that will be implemented in components 1, 5 and 6, for an amount of US\$900,000.00 with validity from February 15th 2013 to February 14th 2017.
- Subcontract with Vital Voices Guatemala for the execution of the activities of Gender Equity promotion in all the chains of components 1, 2 and 6 with validity from June 6th 2013 to February 15th 2017, for an amount of US\$400,000.00

VI. Coordination other projects of USAID

The strategy of FTF that the government of United States implements in Guatemala through the office of USAID, which has a main objective “Diminish sustainably poverty and global hunger”, in 30 municipalities and 5 departments of the Western Highlands of Guatemala, for which it implements different initiatives such as Rural Value Chains of Agexport, Nutrisalud of URC, Paisano of Save the Children, CNGC of Rainforest Alliance, Alianzas of Funcafe, Imare of Mercy Corps, HEPP project, an investment of around two-hundred million dollars (US\$ 200.000,000.00). The foregoing makes necessary the generation of coordination spaces in central level as in department level to reach the proposed objective. In that sense the mission of USAID in Guatemala propitiated from December 2012 of an understanding letter among the different operator of projects of USAID. This document has as an objective to establish the coordination mechanism and programming-operative synergy among the Operators / PROJECTS as well as the coordination with USAID and with instances of the Government in central level as in the prioritized municipalities of the western highlands of Guatemala.

The mechanism for coordination in the projects of USAID will be integrated by: i) A central coordinator committee; ii) a departmental coordinator committee; iii) an Executive Secretary of the departmental coordinator committee, pending to be assigned.

Central Coordinating Committee. It is composed by the Directors of each one of the operators/projects that signed the understanding letter. Actually, it is led by Ivan Buitron, Chief Officer of the Rural Value Chains Project of Agexport who was elected by the members of such Committee. Such coordination is rotatable and has duration of one year.

This committee will be in charge of coordinating and harmonize approaches, interventions and general themes such as the strategy of raising base lines not to duplicate the arrival and consult to the same communities and population, the strategies of communication for social change of behavior to objective population not to redound in messages directed to the same objective population, approaching the intercultural, gender, and environmental cross-cutting themes; heighten USAID to the themes that came from the departmental committees, as well as, the communication with USAID and the governmental authorities and with other actors at central level for the recognition of each action as part of the integral strategy of USAID.

Departmental Coordinating Committee. This committee is integrated by delegates of the projects in the department and would be named by the directors of the projects of USAID. The coordinator of the committee will be elected by the departmental delegates. This position will be rotative and elected each year. In the FY 2013, the committees of Quiche, Quetzaltenango, and Totonicapan were formed, the last ones are integrated in only one committee which have a headquarter in Quetzaltenango.

These committees have as objective to share methodologies, strategies, coverages, as well as, identifying the coincidence points and complementarity which allows join forces to make a major impact of the interventions in the territories by USAID.

In the framework of a field visit of the Board of Directors of AGEXPORT in order to know the advances of RVCP at Quiche, a meeting with the Governor of Quiche, Lic. Heber Cabrera was held, in which he was informed about the actions that are being implemented in this department to improve agricultural productivity and the quality of products that will allow better access to international markets and thereby improve the employment opportunities and income of the families. Whereupon

the Governor expressed his appreciation for the done work and offered the support that can be gave through the Government.

The objective of this meeting was the presentation of the initiative Feed The Future by David Delgado and the presentation of Health, Titulo II, and Value Chains initiatives, as well as, the components, scopes, among others. In this meeting, a dialog were held with Governors and Mayor, manifesting those their satisfaction with the initiative and they will pay attention to coordination aspects in departmental level and municipalities that can be consider necessary to complement actions in the framework of the initiative.

The coordinating committee of Quiche has made progress on the following:

- a. Identifying intervention thematics of each organization.
- b. Geographic areas to work in the municipalities.
- c. Advances presentation to central coordinating committee.
- d. Activities coordination with departmental delegates of SESAN.

The Committee selected the *Ixil* area, and particularly the *Xix* village in *Chajul, Quiche* for the development of an implementing plan which has been accepted by the local community organization and the APRODEFI association.

VII. Progress in the period results

This report although the analysis of the advance of the results for each project component is focused, it is considered important to highlight the most relevant activities that contributed to achieving the goals set out in the Operational Plan 2012-2013.

As a result of the implementation of the methodology and the different activities carried out at the end of the first year, there are: 41 running chains, of which 25 are led by AGEXPORT in the Component 1; 10 chains in the Component 2 run by Save the Children and 6 chains in Component 6 led by the Crafts Commission of AGEXPORT. A summary of the 41 chains is shown in Chart 2.

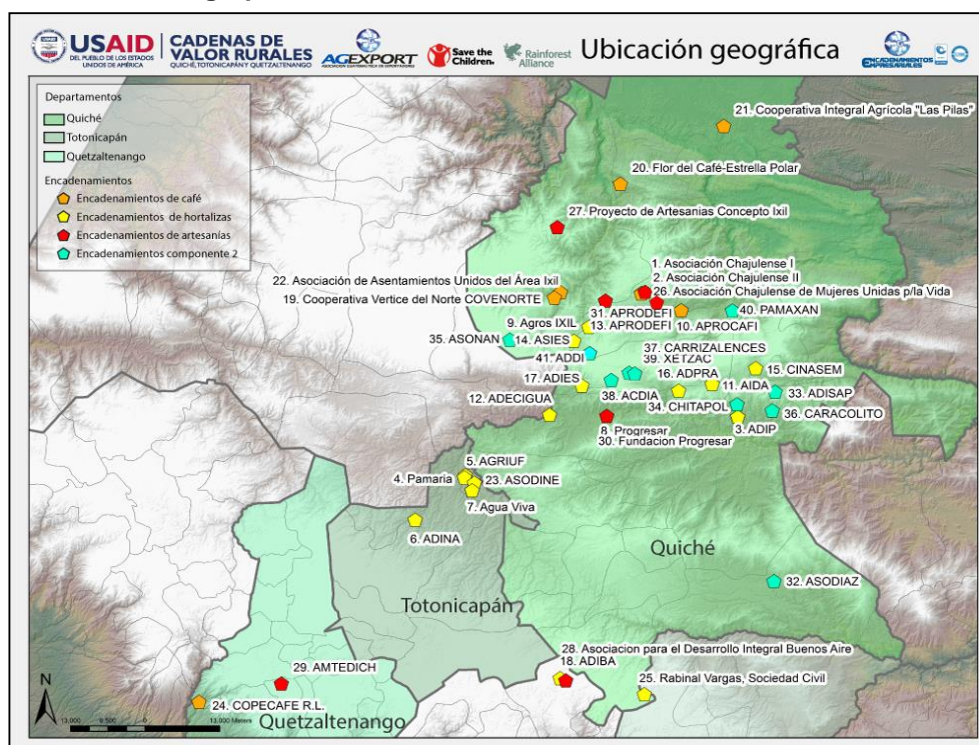
Chart No. 2
Progress in Execution of Chains

Execution of Chains		41/140
Chains	C1 AGEXPORT	25 chains
	C2 Save The Children	10 chains
	C6 Crafts	6 chains
Production		2,511.67 Has (agricultural)
Sectors		Vegetables , Coffee and crafts
Producers		5.612 producers
Producers		(1,602 women)

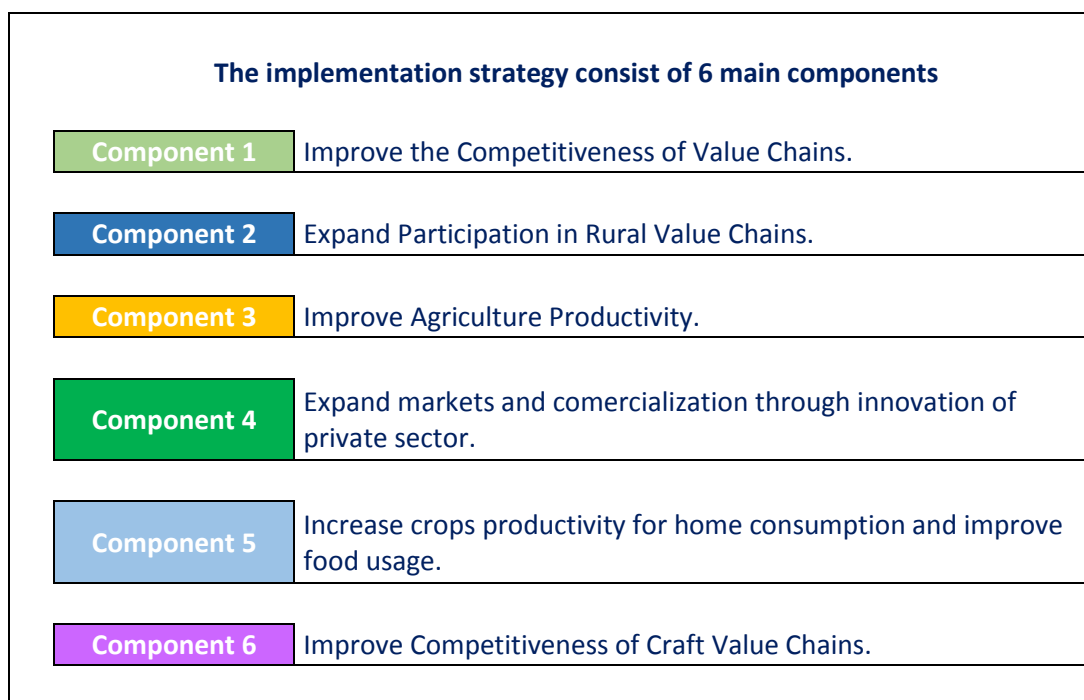
From the 41 chains, 85% are agricultural (vegetables and coffee) and 15% are crafts.

In map 2, the territorial location of the chains is shown, and as it is shown the 80% in concentrated in municipalities of Quiché, the 15% in Totonicapán and 15% in Quetzaltenango.

Map No. 2
Geographical Location of the chains on execution



In the next chart, the six components of the Project are presented to guide presentation and progress analysis of each one.



In the next section, the progresses of each one of the components of the Project are presented.

COMPONENT 1: Improve the competitiveness of the value chains

Leader of C1: AGEXPORT

Strategic Objective: Improve the competitiveness and expand the capabilities of rural associatives MSMEs through the specialized technical assistance that increases its productive capabilities and its market access management.

Progress on the business chains execution

In this period, 25 rural value chains were selected and identified according to the methodology of Business Chains Program of Agexport, (certified ISO 9001-2008), from which 18 are from the export vegetable sector (French green beans, onion, sweet peas, snow peas, pea beans) and 7 are from coffee sector in its majority are from organic production. In these chains, 4809 rural households have incorporated, from which 3599 are men and 1210 are women of Quiche and Ixil ethnicities.

The methodology consisted in the development of the following process:

i. Diagnosis of possible chains

Some field visits and interviews with key actors in 12 municipalities of coverage of RVCP were performed, for which 25 diagnoses were held to equal number of organizations of producers which comply with the requirements of PEE.

The diagnoses were performed by specialists of business of PEE from Agexport in the headquarters of the organizations. The diagnosis is the start point for the business design of the value chain, therefore this contemplates a whole series of information of the organization taking into consideration legal aspects, administrative, financial, accounting, and governing managements; as well as, number or partners, infrastructure, production, yields, production costs, commercialization channels, natural resources, food security, and gender among others.

The commercial relation with 15 commercializing enterprises for these 25 value chains in the coffee and vegetable sectors, was identified and consolidated.

ii. Design of chains

Based on the identified potentialities in the diagnoses of the base line of the organizations of producers, 25 proposals of business chains were designed, which were done in a participative way among the producers' organization, buyers, and the business chains program from AGEXPORT. Each chain has a business plan and an investment plan, which includes a detail of activities that are being developing in the items of expenditure. The areas that will be prioritized are the following:

- Business Management
- Agricultural Production
- Commercialization
- Food Security
- Gender
- Environment

iii. Selection of Business Chains

This process is focused in the approval of the rural value chains and it is done through a selection committee of business chains which is formed by Glenda de Paiz (Representative of USAID), Luis Godoy (Director of Agexport), and Carmelo Torrebiarte (Representative of Business Sector). In the FY2013, two selection committees were developed, where 25 value chains were presented and approved for an amount of **US\$ 2,723,522.00**. In the annex 2, an example of the cases presented to the selection committee will be presented.

iv. Formalization

Twenty-five agreements and memos for the development of equal number of value chains were formalized, this process focuses in the instrument formalization between the involved parties of the value chain, group of producers, business chains program, and buyers, this instruments states the conditions, requirements, and acquired compromises for each one of the involved parties.

v. Execution of Chains

This process consists in the execution of investment approved plans by the selection committee which is in charge of the coordination of PEE and the specialists' team, to whom were assigned an average of 4 to 5 value chains for its execution.

For the execution, services of specialized technical assistance were outsourced to strengthen those areas that were identified as weak and that need to be reinforced in the organizations of producers. Suppliers of services in different areas of the chains were identified, terms of reference for the hiring of these services were made, and different consulting services were hired, which are supervised by the team of specialists from PEE and with coordination of the Board of Directors of the benefitted organizations.

Of the main activities carried out highlights the following:

Business Management: In this period, the preparation of the terms of reference was begun, to hire the Services of Business Development –BDS- to diagnose and strengthen the capabilities of the business leadership and management to rural MSMEs. Management, financial, and accounting tools will be developed in order to have an adequate control and efficient management of the resources.

From the 25 approved chains, 18 has recruiting processes for development of BDS, 2 chains are in process of execution of administrative technical assistance for the implementation of the administrative, accounting, and tax systems in the *Chajulense* Association for a period of 24 months and Organization ADIBA for a period of 12 months. This recruiting has as main objective to follow up permanently to different activities that are performed in these organizations.

On the other hand, alliances with entities as the National Institute of Cooperatives –INACOP-, entity that has trained organizations of producers in cooperativism; as a result of this, the Integral Agricultural Cooperative *Nueva Esperanza Pamaria* R.L. (COANEPA) has been constituted, in *Pamaria* Village, *Santa Lucia La Reforma*, *Totonicapan* and executes a vegetable chain.

Technical Assistance: To strengthen the productive capabilities of the coffee and vegetable producers, the RVCP through Agexport selected and hired 30 agricultural technicians (Engineers and agricultural technicians) and 52 rural promoters (producers and rural leaders), who facilitate the specialized technical assistance services, trainings in good agricultural practices and good manufacture practices, environmental management, besides, including themes as food security and gender equity.

The technical assistance that is developed in each one of the chains is previously defined in common agreement with the Boards of the organizations, buyers, and specialists of PEE.

Below, some of the more relevant activities done by the technicians and promoters are detailed:

For the case of the organizations that produce coffee the actions were focused on:

- Visits to parcels of partners for evaluation of coffee rust incidence, and projection of harvest 2013 – 2014.
- Internal inspection as a previous requirement for organic rectification.
- Technical assistance at fields of partners of the organizations in processes of coffee technical management with emphasis in the rust management.
- Supervision of the applications of mineral *fungistat-broths* for prevention and control of rust.
- Participation in training processes promoted by PEE in themes related to performed activities.
- Training to partners about rust management and agricultural management of coffee.



Technical assistance, detection of illness



Technical assistance of production in harvest

For the case of the organizations that produce vegetables, the actions were focused on:

- Planning meetings of sowings according to buyers demand, requirement of agricultural supplies allowed for vegetable production for export.
- Accompanying in the soils and sowings preparation process.
- Supervision of parcels to see technological packages application according to specifications of buyer companies.
- Supervision of harvest quality and the collection for buyer delivery.
- Follow up to planning and sowing of home consumption crops as corn and beans to support food security of the partners of the organizations, as well as, technical assistance of accompanying of promoters and technicians.
- Training to partners of the organizations in the different promoted crops as peas, green beans in each one of the chains.

Agricultural Training:

With the objective of strengthening the knowledge of producers partners of the participant organizations in the Project, strategic alliances were established as with **USDA, School of Foreign Trades from Agexport, and Agrequima**, for the development of some trainings according to the demand of producers and their organizations. Also, field trainings were performed through the hired technicians for each one of the value chains. In brief, 2,564 producers have been trained (1908 men and 656 women) in different topics which are detailed as follows:

- In Alliance with **USDA** the following trainings were performed:
 - ✓ Inspection in plant and post-harvest management course, covering other topics as: Guatemalan problems with retentions in port due to phytosanitary issues, harmless deficiencies with detentions, general requirements of harmless according to BPA, APHIS; field practices in collecting plants to see the product delivery, boarding floor, inspection, temperature, traceability among others; with the participation of 25 people among PEE specialists, technicians of buyer companies, technicians, and promoters of rural value chains.
 - ✓ Integrated management of pests Course in agricultural systems for control of thrips, among the topics included in this training are: introduction to entomology, taxonomy, anatomy, sampling and mechanisms of attraction of thrips which were given by specialists in the field of the Del Valle University of Guatemala.



Training and management of Thrips

- In coordination with **USAID**, the training about “Regulations, risk, and safe usage of pesticides –**PERSUAP**- was performed with a duration of 40 hours, developed in the city of Quetzaltenango with the participation of 16 technicians among PEE specialists, technicians of buyer companies, technicians, and promoters of rural value chains.



PERSUAP training

- In Alliance with **Agrequima**, in *Nebaj, Quiche*, a training about the Integrated Management of Pests, and Maintenance and management of pesticide application equipment were performed with the participation of 32 people among technicians and promoters of 18 vegetable chains, as well as, technicians of buyer companies as *SIESA, San Juan Agroexport, Cuatro Pinos Cooperative, Uniespecies*, with this follow up was given to posed activities in PERSUAP.



Training in elaboration of fertilizer and organic fertilization

- In Alliance with the **School of Foreign Trade from Agexport – ECE-** the following technical courses and trainings were performed:

- ✓ Differentiated Coffees Technical course, with duration of 40 hours, this event was developed at the municipality of *Nebaj, Quiche*, with participation of 15 leader producers of 10 organizations of coffee of the *Ixil* region.
- ✓ Technical course of coffee export –DITEX-, with duration of 64 hours, this event was developed at the office of Agexport at Quetzaltenango, with participation of 5 leaders of equal number of value chains.
- ✓ Technical course for craft exports, with duration of 8 hours, this event was developed at the office of Agexport at Quetzaltenango, with participation of 11 leaders of 9 craft value chains.
- ✓ Good Agricultural Practices course, with duration of 24 hours, this event was developed at the office of Agexport at Quetzaltenango, with participation of 15 technicians of rural value chains.
- ✓ Good Agricultural and Manufacture Practices course, with duration of 24 hours, this event was developed at the office of Agexport at Quetzaltenango, with participation of 15 technicians of rural value chains.
- ✓ Course: “How to participate in International Commerce Fairs”, with duration of 8 hours, this event was developed at the municipality of *Nebaj, Quiche*, with participation of 15 leaders of rural value chains.
- ✓ Good Agricultural Practices according to Global GAP standards course, with duration of 24 hours, this event was developed at the office of Agexport at Quetzaltenango, with participation of 14 technicians of rural value chains.

Encadenamientos en Ejecución	
C1 Agexport	
C2 Save The Child	
C6 Artesanías	
Producción	
Sectores	
Productores	
Productoras	



Photo No. Participants of Differentiated Coffee Technical Course



Photo No. Technical course of coffee export –DITEX-



Photo No. Technical course for craft exports

Through the hired technicians by Agexport for rural value chains, diverse trainings were performed in the communities in which coffee and vegetables are produced, these trainings have been directed to rural promoters and producers in topics such as:

- ✓ List of permitted products according to USDA (follow up to PERSUAP)
- ✓ Soil preparation
- ✓ Chemical and Organic fertilizations
- ✓ Good Agricultural practices
- ✓ Good Hygiene practices
- ✓ Vegetable Nutrition
- ✓ Safety management of pesticides and permitted products with EPA
- ✓ Importance of crop fertilization
- ✓ Environment protection
- ✓ Protection equipment and calibration of spray pumps
- ✓ Fertigation
- ✓ Mass selection of maize



Training to partners of ADIP, Management of French green beans crop



Training to partners of ADIP about the importance, benefits, and placement of mulch fabric to sow in winter



Training about over dosify areas of pesticides used by partners of ADIP and measurement of water PH



Training to partners of CINACEM about Good agricultural practices in French Green beans

Activities to improve harmlessness and production quality will be promoted through the support in activities as laboratory analysis (water, soil, cholinesterase, residues of pesticides), water analysis, cholinesterase soil analysis; advice for tasting and coffee blends.

Commercialization: In 18 from 25 value chains, 50,804 quintals of vegetables and coffee were commercialized for an amount of US\$ 2,827,927.17 from which 11,517 are quintals of coffee and 39,287 are quintals of vegetables, generating 567 jobs (397 men and 170 women), which are equivalent to 147,420 wages.

In FY 2013, 15 commercial alliances with buyers were developed, for the development of vegetable and coffee commercialization that are produced in rural value chains such as Green Mountain Coffee, Atlas Coffee Importers, Cuatro Pinos, San Juan Agro-export, SIESA, UNIESPECIES, Frutesa, Alimentos Congelados, FEDECOCAGUA, GHORTEX, FECCEG.



Besides, the business image of rural MSMEs will be developed in order to be projected to the markets in a more formal way, so that they can have an identity potentializing their partners and their businesses.

Participation in National and International Fairs:

As a part of the training process for leaders of rural value chains, the participation of 30 leaders in Agritrade Fairs in Guatemala and 4 leaders in SCAA in Boston, U.S.A., was facilitated. The participation of leaders has as objective that producers can exchange experiences, settle new

commercial relations, strengthen their capabilities and tackle into a business world, as well as, acquaint and understand the global markets dynamics.

AGRITRADE

The Guatemalan Exporters Association –AGEXPROT- developed the XVI edition of the more important Agricultural International Fair of Central America AGRITRADE Expo & Conference 2013, which had the support of USAID, ALL INVEST IV, MINECO-BID, FONAGRO, an event to promote competitiveness of the agribusiness sector of Central America. A platform in which business men have the opportunity to announce their exportable offer of products at international level and opening new markets to their products.



The event was held at Antigua Guatemala, where 3500 people from 12 countries gathered, exhibiting more than 115 companies. In such fair, the Rural Value Chains Project from Agexport helped the participation of about 20 organizations of small producers in order to expose their productive exportable offer, as well as, their participation in developed diverse training events. To this event went buyers of supermarkets, wholesalers, importers, distributors, investors, brokers, as well as, companies of agricultural supplies from the productive chains. From the principal conferences highlight: a) Innovating the agricultural region, b) Financial fair with the participation of HIVOS, FAST and SEPFAS, c) Impact of climate change in the competitiveness of agricultural sector, d) Opportunities in European markets for the agricultural sector, e) Trends and opportunities of the global markets in fruit and vegetable sectors, foodstuff and processed food.

International Marketing of differentiated Coffees:

In order to strengthen the Alliance with international coffee buyers, Agexport came to support meetings with potential coffee buyers, interact with other producers and know important topics in conducting business and coffee roasting techniques. Four leaders from *Chajulense* Association, Ixil Coffee, and the coordinator of Rural Value Chains program from AGEXPORT participated in the annual event of Specialty Coffee Association of America –SCAA- performed at Boston, MA.



Buyer of the Company VOLCAFE form USA, leaders of the Chajulense Association and Coordinator of the Rural Value Chains Program from AGEXPORT, in the SCAA fair at Boston, USA.

Chart No. 3 Business Chains on execution

No.	Name of the Organization	Municipality	Department	Partners to meet			% women	Crops /Product	Buyer
				M	W	T			
1	Association Chajulense I	San Gaspar Chajul, San Juan Cotzal	Quiche	532	43	575	7%	Organic Coffee	Green Mountain Coffee
2	Association Chajulense II	San Gaspar Chajul, Santa María Nebaj	Quiche	528	41	569	7%	Organic Coffee	Green Mountain Coffee
3	ADIP	San Miguel Uspantán	Quiche	41	10	51	20%	French green beans	Cooperative Cuatro Pinos
4	Pamaria	Santa Lucía la Reforma	Totonicapán	39	29	68	43%	French green beans, Sweet peas, Snow peas	UNISPICE
5	AGRIUF	Santa Lucía la Reforma	Totonicapán	25	25	50	50%	French green beans, Snow peas	San Juan Agroexport
6	ADINA	Momostenango	Totonicapán	26	30	56	54%	French green beans, Snow peas	San Juan Agroexport
7	Agua Viva	Santa Lucía la Reforma	Totonicapán	60	20	80	25%	French green beans, Snow peas	San Juan Agroexport
8	Progresar	Sacapulas	Quiche	163	30	193	16%	French green beans	UNISPICE
9	Agros Ixil	Santa María Nebaj, San Gaspara Chajul y San Juan Cotzal	Quiche	275	75	350	21%	Pea, Sweet peas, French green beans	SIESA, Alimentos Congelados, S.A.
10	CAFÉ IXIL	Santa María Nebaj, San Gaspara Chajul y San Juan Cotzal	Quiche	214	86	300	29%	Conventional Coffee	Atlas Coffee Importers
11	AIDA	Cunén	Quiche	90	20	110	18%	French green beans	SIESA
12	ADECIGUA	Sacapulas	Quiche	139	18	157	11%	French green beans	SIESA
13	APRODEFI	Chajul	Quiche	114	110	224	49%	French green beans, Snow peas, Sweet peas, Pea	San Juan Agroexport
14	ASIES	Nebaj	Quiche	211	227	438	52%	Sweet peas, Pea, French green beans	UNISPICE, San Juan Agroexport, Alimentos Congelados, S.A.
15	CINASEM	San Miguel Uspantán	Quiche	192	138	330	42%	French green beans	FRUTESA, Globalex Inc.
16	ADPRA	Santa María Cunén	Quiche	41	39	80	49%	French green beans, Sweet peas	Cuatro Pinos, Alimentos Congelados, S.A.
17	ADIES	Sacapulas	Quiche	70	43	113	38%	Onion	CENMA

No.	Name of the Organization	Municipality	Department	Partners to meet			% women	Crops /Product	Buyer
				M	W	T			
18	ADIBA	Chichicastenango	Quiche	134	25	159	16%	Sweet peas	SIESA
19	Cooperativa Vertice del Norte COVENORTE	Nebaj y Chajul	Quiche	196	29	225	13%	Organic Coffee	FEDECOCAGUA
20	Flor del Café-Estrella Polar	Chajul	Quiche	66	17	83	20%	Organic Coffee	FEDECOCAGUA
21	Cooperativa Integral Agrícola "Las Pilas"	Chajul	Quiche	116	42	158	27%	Organic Coffee	FEDECOCAGUA
22	Asociación de Asentamientos Unidos del Área Ixil ASAUNIXIL	Nebaj, Chajul y Cotzal	Quiche	112	58	170	34%	Organic Coffee	Cooperative Maya Ixil
23	ASODINE	Santa Lucía la Reforma	Totonicapan	35	15	50	30%	French green beans, Snow peas, Sweet peas	GHORTEX, S.A.
24	COPECAFE R.L.	San Juan Ostuncalco	Quetzaltenango	56	12	68	18%	Organic Coffee	FECCEG
25	Rabinal Vargas, Sociedad Civil	Chichicastenango, Quiché	Quiche	124	28	152	18%	Snow peas, sweet peas	Servicios Internacionales de Exportación, S.A.- SIESA
TOTAL				3,599	1,210	4,809	25%		

From the previous chart, it was concluded that from the 25 approved chains these incorporated 4,809 producers to the productive and commercial process. The participation proportion in the chains between men and women is a 75% and 25% respectively, this phenomenon responds to the culture and expressions of the intervention area, which expects that with the planned actions of the intervention in the gender theme and economic empowerment of women these percentages improve.

As it is observe, each chain has a formalized commercial partner with which the sale transactions of products are made. Due to from 12 covered municipalities, 8 corresponds to the department of Quiche, the highest concentration of supported and identified chains is located at this department being a total of 19, 5 in Totonicapan and 1 in Quetzaltenango.

Main Problems:

Coffee Rust incidence (*Hemileia vastatrix*):

The coffee sector has a considerable economic and social importance in the department of *Quiche*, mainly in the *Ixil* region, due to the characteristics of the crop, the areas where it is grown and the

population that inhabits in the area; which determines the core regional economic dynamics, being the crop that concentrates the highest population that migrates seasonally in the territory.

The Ixil region counts with about 3,085 producers of coffee in its majority organic coffee, these are classified as micro and small producers that are organized in 8 organizations whose main figures are cooperatives and associations with coverage in the municipalities of *Nebaj*, *Chajul*, and *Cotzal* at the department of Quiché and that have a total of 3,332 cultivated hectares with coffee, commercializing a total of 46,409 quintals of dry parchment coffee for 2011.

In the Ixil region the coffee is cultivated in 3,332 hectares distributed in the different communities of the 3 municipalities that form the Ixil area (*Chajul*, *Nebaj*, and *Cotzal*). The 60% of the plantations have more than 15 years with average yields of 21 quintals of dry parchment coffee per block, considering that the economic life of a plantation is of 25 years.

One of the most serious problems facing the Ixil in coffee matters is the low productivity which varies between 16 and 18 quintals per hectare, yield that is barely sufficient to carry out controls of annual rust. If it is taken into consideration that about 90% are farmers with small parcels of between 0.5 to 3 hectares, therefore they are not capable economically or technically to face effective rust control.

The observations and analysis about the disease behavior, as well as, the collected information by the representants of 8 organizations of small producers of the Ixil region that agglutinate about 3500 coffee producers that deserves the elaboration and application of a concrete action plan to fight the fungus and the need of making an integrated coffee rust management is ratified on plantations with susceptible varieties and criteria to forward timely control actions, which considerate the agricultural management of crops and distribution of harvest, the evaluation of disease development, the climate conditions and an adequate organic control with fungicides and appropriated spray technologies, as well as, the expansion of information about the coffee rust management in the conditions of the coffee zone at the Ixil region.

DEVELOPED ACTIONS:

The Business Chains Program from AGEXPORT helped the conformation of the Coffee Organizations Network in Ixil –ORCAFI-, which is integrated by 9 organizations of small producers of *Nebaj*, *Chajul*, and *Cotzal*.

Below, the chart of organizations of coffee producers is presented, in which the participation of 2,820 producers (308 women and 2,512 men) is highlighted, who produce in 3,034 hectares. The production for the harvest 2011-2012 was of 49,642 quintals, and the harvest 2012-2013 was of 25,785 quintals, where this significant decrease is due to the impact of the rust in coffee plantations of the small producers.



Chart No.4
Organizations of Coffee Producers in the Ixil region, El Quiche

No.	Organization	Municipality	Number of partners			Area with coffee
			M	W	T	In Hectares
1	Chajulense Association	Cabecera Municipal, San Gaspar Chajul, El Quiché	1,042	102	1,144	1,130
2	Association of Producers coffee of area Ixil - APROCAFI	Cantón Vikiola, Aldea Río Azul, Santa María Nebaj, El Quiché	214	86	300	150
3	Vertice del Norte COVENORTE Cooperative	Cantón La Planta, Santa María	225	27	252	137
4	Agricultural Integral Cooperative "Las Pilas"	Aldea Las Pilas, Santa María Nebaj, El Quiché	71	27	98	172
5	Pre cooperative Group Estrella Polar	Aldea Nueva Estrella Polar, San Gaspar Chajul, El Quiché	40	2	42	44
6	ASAUNIXIL	Cantón Simocol, Santa María Nebaj, El Quiché	216	26	242	90
7	Cooperative Maya Ixil	Aldea Santa Avelina, San Juan Cotzal, El Quiché	164	12	176	208
8	Flor del Café Chel	Aldea Chel, San Gaspar Chajul, El Quiché	54	8	62	74
TOTAL			2,512	308	2,316	2,005

Due to the problems in coordination with 9 organizations and PEE, an evaluation of the coffee plantations in each of the organizations was made, identifying the following issues:

Chart No. 5
Current situation of coffee plantations

Organization	Municipality	% losses	loss	Loss jornales / harvest	Monetary Value Losses	
			qq parchment coffee			
Chajulense Association	San Gaspar Chajul, El Quiché	51%	16,140	53,800	Q	3,228,000.00
APROCAFI	Cantón Vikola, Aldea Río Azul, Nebaj, Quiché	60%	1,975	6,583	Q	395,000.00
Vértice del Norte COVENORTE Cooperative	Cantón La Planta, Nebaj, Quiché	33%	1,073	3,577	Q	214,600.00
Agricultural Integral Cooperative "Las Pilas"	Aldea Las Pilas, Santa María Nebaj, Quiché	39%	700	2,333	Q	140,000.00
Pre cooperative Group Estrella Polar	Aldea Nueva Estrella Polar, Chajul, Quiché	55%	300	1,000	Q	60,000.00
ASAUNIXIL	Cantón Simocol, Santa María Nebaj, Quiché	48%	1,322	4,407	Q	264,400.00
Cooperative Maya Ixil	Aldea Santa Avelina, San Juan Cotzal, Quiché	41%	1,300	4,333	Q	260,000.00
APDK	Aldea Xix, San Gaspar Chajul, El Quiché	34%	750	2,500	Q	150,000.00
Flor del Café Chel	Aldea Chel, San Gaspar Chajul, El Quiché	33%	297	990	Q	59,400.00
TOTAL		44%	23,857	79,523	Q	4,771,400.00

According to the previous chart, the lost average is estimated about 44% equivalent to 24,000 quintals of coffee that were not produced and hence directly affected in the wage generation in at least 79,523 which is equal to not hiring labor for harvesting for an amount of Q.4, 771.400 Quetzales.

According to the above problem, the PEE and ORCAFI raised a Management Plan for Rust of Organic coffee in the Ixil, which contemplates different cross-cutting activities for integrated management of the problem.

The first element to consider is the decision of 9 organizations of coffee producers, despite the problems of rust; they agree to maintain the organic coffee production, which is relevant in several aspects, particularly in relation to chemical rust control.

The plan includes actions oriented to the renovation of coffee plantations, technical crop management, both of the coffee plant and the shadow, accepted fungicide application by the organic regulations, fumigation equipment acquisition, organic fertilization and technical assistance for crop technical management.

Below, the chart 6 presents the 6 main activities for the integral management of coffee rust, as well as, it costs, the value of plan execution is highlighted and it goes up to fifty-three million one-hundred and thirty-five thousands five-hundred and thirty-eight Quetzales (Q.53.135,530.38), from this amount Q.40.188,354.200. corresponds to labor for coffee management that organizations and its associates are willing to give, Q.8.343,975.76 will be designated for renovation, organic preventive fungicides, spray equipment, and technical assistance, and Q.4.603,200.00 will be invested in technical assistance that AGEXPORT through the Rural Value Chains Project with funds of USAID will give for the next three years to support the technical assistance for producers.

Chart No. 6
Summary of actions and costs against rust

Activity	Organizations	Area/Ha	Cooperation Amount Quetzales	Counterpart Amount Quetzales	AGEXPORT / USAID	Total Quetzales
Total Renovation	9	196.71	Q 2,262,133.07	Q 3,166,986.30		Q 5,429,119.36
Handling of tissues productive and shadow	9	2,563.00	Q -	Q 14,737,250.00		Q 14,737,250.00
Application of organic fungicides	9	2,563.00	Q 3,183,714.00	Q 3,077,137.80		Q 6,260,851.80
Fumigation equipment	9	2,563.00	Q 240,000.00	Q -		Q 240,000.00
Fertilization	9	2,483.03	Q 2,658,128.69	Q 19,206,980.53		Q 21,865,109.22
Technical Assistance	9	3,034.00			Q 4,603,200.00	Q 4,603,200.00
TOTAL			Q 8,343,975.76	Q 40,188,354.63	Q 4,603,200.00	Q 53,135,530.38

According to the previous chart the PEE from AGEXPORT has developed various activities in the resources identification to support the implementation of a rust integral management plan at Ixil, Quiche, in those activities, the following is highlighted:

- a. Authorization of the Agency of USAID of US\$ 100,000 to support the Rust Control Plan.
- b. AGEXPORT through the Rural Value Chains Project has hired 10 technicians and 24 rural promoters to give technical assistance in fields for partners of the organizations to mitigate the rust impact.
- c. Visits to Majors of the municipalities of Cotzal and Chajul were held to explore financial support for the plan, such supports are pending.
- d. Presentation to the Minister of Agriculture, Ing. Elmer Lopez about the Rust Control Plan for Ixil region with emphasis the buy of permitted fungicides in the organic regulations, the proposal was made by FONAGRO and it was approved for an amount of two-million Quetzales in support to small coffee producers in the Ixil region for rust management.
- e. Application of fungicides: The first application of organic fungicides to coffee plantations was made. The supplies and spray equipment was bought through the given funds by Atlas Coffee Company, Green Mountain buyers of Chajulense Association, Agros Foundation and Maya Ixil Coopertative, FEDECOCAGUA and Xalbal hydroelectric power.

Progress in Promotion of Nutritional and Food Security:

The SAN and Nutrition promotions in each one of the value chains from Component 1 is led and implemented by the Nutrition Institute of Central America and Panama –INCAP- which executes its activities in each one of the value chains of vegetables, coffee, and crafts in 12 municipalities of the departments of Quetzaltenango, Quiche, and Totonicapan.

Below, the main advances in **“Promotion of Nutritional and Food Security in families that integrate Business chains of vegetables, coffee, and crafts”** are presented:

Strategic Objective:

Promote food security, and thereby, contribute the improvement of health and nutritional situation of the participants in the 90 Business Chains of vegetables (45), coffee (15), and crafts (30) of rural communities with lower levels of development in three departments of Western Guatemala, through the knowledge and technologies transferences that permit to improve the availability, access, consumption, and biologic usage of food focusing the interventions in the pregnant mother and in breastfeeding period, and children under 24 months.

Specific Objectives

1. Improve availability of nutritious and harmless foods resulting from productive activities for domestic consumption that guaranteed a major diversity of family diet through the promotion of good agricultural practices, the implementation of orchards for domestic consumption, promotion and consumption of animal breeding and poultry and its by-products, as well as, the good storage post-harvest practices of basic grains and its usage in households.
2. Improve the access to a diversified diet with quality, prioritizing an adequate investment of generated income in nutritious food in quantity and quality.
3. Improve the knowledge levels for recommended behavior adoption related with nutrition through promotion interventions, communication and counseling about health and nutrition (group and individual educational processes, including offered activities in the Community Demonstrative Centers of Nutritional and Food Security, CCDESAN and domestic counseling).
4. Promote in families of EE optimal and timely usage of mother-child health services and nutrition (with priority focus on the window of the 1000 days), to take advantage of opportunities related to the 13 steps of the SUN initiative, locally available.
5. Establish a Oversight Nutritional Plan by Chain which allows the taking of appropriate management actions to be implemented by the Community Promoters of Nutritional and Food Security (PCSAN) in support to the functioning of the Committee of Nutritional and Food Security of Chains (COSANES).
6. Reinforce the mechanisms of direction, intersectoral coordination, and technical planning of the organs of the National System of Nutritional and Food Security (SINASAN) in the international and local areas.

Methodology or Work Strategy

Objective 1: Improve availability of nutritious and harmless foods resulting from productive activities for domestic consumption that guaranteed a major diversity of family diet through the promotion of good agricultural practices, the implementation of orchards for domestic consumption, promotion and consumption of animal breeding and poultry and its by-products, as well as, the good storage post-harvest practices of basic grains and its usage in households.

Expected result 1: Two-thousand and four-hundred (2400) families with children under 2 years which are part of 90 EE, has family orchards implemented for home consumption which could guarantee a better diet diversification according to Dietary Guidelines Based on Food for Guatemala (GABAS),

Performed Activities

31 agricultural promoters of rural value chains were trained in family orchards according to GABAS.

Using the learning methodology for adults, this is based on learning through experience and gives the opportunity to practice the learned in theory. The practice create conditions for learning, and makes it more effective, applying the learning methods which consist in 20% theory and 80% practice.

Promoters were trained in two phases: fifteen (15) promoters of nine (9) Business Chains for the department of Quiche: CINASEM, ADIBA, ADIP, ADPRA, ADECIGUA, AIDA, ASIES, ADIES, APRODEFI; two (2) promoters of the Business Chains of the department of Totonicapán: Rios de Agua Viva y Nueva Esperanza were trained in the first phase and sixteen (16) promoters of five (5) Business Chains of the department of Quiche: AGROS IXIL, APROCAFI, PROGRESAR FOUNDATION, CHAJULENSE 1, CHAJULENSE 2, and two (2) promoters of Business Chains of Totonicapán: AGRIUF and ADINA were trained in the second phase in themes of family orchards for promotion of the diversification of diet and risk management before natural disasters.

The content of the trainings were focused on the following topics:

- The importance of orchards in Nutritional and Food Security of families.
- The practice functioning focus on orchards and its sustainability in the project.
- Implementation of the orchards.
- Selection of an adequate place.
- Soil preparation for sowing.
- Units lining of orchard production.
- Sowing and seedbeds.
- Irrigation.
- Organic Fertilization.
- Organic fertilizer production.
- Weeds control.
- Natural control of plagues and disease.
- Harvest of orchards products.
- Implementation plan of nutritious family orchards.

Expected Result 2: Development of trainings on irrigation management to rural promoters of Business Chains from the departments of Quiche and Totonicapán

31 promoters of rural value chains were trained on irrigation management, for which a theoretical-practice methodology was used; participants were taught in general concepts of the theme and subsequently it moved to the phase of questions and doubts clarifying before the practice phase, in which each promoter made the report of annual events of his/her community. This activity helps to annually register rains, droughts, accidents, fires, earthquakes and other events, thus generating a historical memory of events that affect them every year.

Each promoter developed the risk map of their communities; This activity helps to graphically identify the exact location of their house, the collection center, schools, etc., to determine the physical risk factors around them as volcanoes, rivers, landslides and other risks that can affect them in future.



Training promoters on the importance of the family orchards in SAN



Practice Training about elaboration of family orchards



Elaboration of map risk of Rios de Agua Viva chain



Elaboration of map risk of Nueva Esperanza committee

Main Achievement

Through the practice and participative trainings of 31 rural promoters in the implementation of family orchards, the increase of availability of nutritious and harmless food was promoted through the promotion of good agricultural practices and orchard implementation for domestic consumption that guarantee a better diversity of family diet.

Expected Result 3: 2400 of families with children under 2 years of age from 90 EE use the educational material for the implementation and management of family orchards.

The educational material for implementation and management of family orchards was made

Each document has been prepared so that its contents are contextualized according to the characteristics of each audience, both for rural promoters, community promoters in SAN and Gender, as well as families. The educational process seeks to strengthen capabilities in care and improvement of food production and promoting consumption. This is reinforced by practical activities of rural promoter in orchards and PCSAN-G on home visits.

- **Guide of crops for nutritious family orchards**

The crops guide was made by the technical team of INCA and it is directed to rural promoters who will be able to get this material in theory and practice for the implementation of home orchards.

The developed content in this guide for promoters is the following:

- Environment
- Soil
- Soil preparation
- Sowing
- Irrigation
- Weed control
- Plagues control
- Disease control
- Harvest

The crops included in this guide are the followings: Swiss chard, chili pepper, tree tomato, table tomato, onion, macuy, chipilín, amaranth, chayote, squash, chaya, moringa and garlic.

- **Educational module about orchards promotion**

The educational module is directed to community promoters of SAN and Gender , which will have on their charge the promotion of consumption of family orchards products to families, through the development of home counseling and group sessions of food preparation demonstration with groups of families.

The included themes are:

- Introduction to family agriculture
- Benefits of the production from family orchards
- Benefits of vegetable consumption from family orchards according to recommendation of GABAS (Food-Based Dietary Guidelines)
- Care of family orchards
- Diversification of diet to increase the consumption of vitamins and minerals.

Manual directed to families

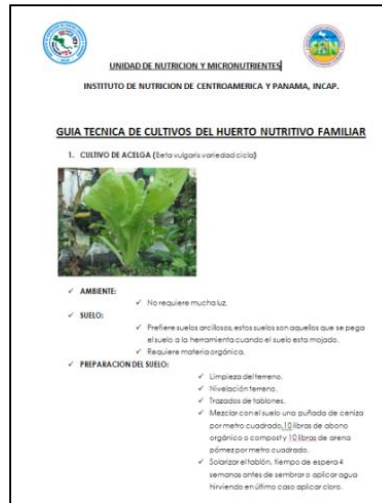
The manual of Nutritious Family Orchards is a consult material for eligible families that will be trained and will implement a nutritious family orchard in their households, which was made by the technical team on INCAP, and it is based on the experiences of the institute, as well as, the experiences of recognized institutions (FAO, IICA, INIFAT, and PROHUERTA). The teaching material was made with 90% graphic information and 10% text information, adapted according the characteristic of the users.

The content of the Manual of Nutritious Family Orchards, is the following:

- Concept of nutritious family orchard
- Components or parts of the orchard
- Selection of an adequate place for an orchard
- Soil preparation to cultivate the selected species
- Sowing
- Seedbeds
- Spacing for sowing each species
- Crops Irrigation
- Weed Control
- Fertilization
- Elaboration of Organic Fertilizers
- Plagues Control
- Disease Control
- Harvest

Image of the modules developed:

Crops Guide



Family Orchard Modules, directed to families



Family orchards Module, directed to rural promoters



Main Achievements

Elaboration of educational material that promotes behavior changes in family production of food, health and nutrition practices in the first 1000 days of life.

Objective 2: Improve the access of a diversified and quality diet, prioritizing an adequate investment of the generated income in nutritious food in quantity and quality.

Expected Result: Three-thousand (3,000) families with children under 2 years of age of 60 EE of vegetables and coffee receive home counseling and 30 EE of crafts receive counseling in group activities about investment prioritization in nutrition, health, and education with income generated in the productive activities of agro-export and non-agricultural activities.

Result 1: Selection and hiring of 18 SAN and Gender promoters to work in equal number of rural value chains.

Presentation of the Community Promoters of SAN and Gender before the Boards of each Business Chain,

Chart No. 7
List of promoters and their distribution per chain

No.	Name of Chains	Name of PCSAN-G
1	ADESIGUA	Josefa Elvira Uz Tzoy
2	ADIBA	Rosa del Carmen Par Guarcax
3	ADIES	Catarina Tum Chivalán
4	ADINA	Reyna Ixcoy Pérez
5	ADIP	Jessica Liseth Carrillo Carrillo
6	ADPRA	Jessica Liseth Carrillo Carrillo
7	AGRIUF	Marta Victoria Baten Vicente
8	AGROS IXIL	Savina Velasco Itzep de López
		Lucía Olga Marcos
9	AGUA VIVA	Marta Victoria Baten Vicente
10	AIDA	Juana Delfina Gonzáles G.
11	APROCAFI	Catarina Nohemí Sánchez Toma
12	APRODEFI	Argelia Cox

No.	Name of Chains	Name of PCSAN-G
13	ASIES	Iris Lluvixa Petrona Brito
		Leticia Montesinos Morales
14	Association Chajulense I	Magdalena de León Santiago
15	Association Chajulense II	Ana Cecilia del Barrio Caba
		Juana Clarita Lainez del Barrio
16	CINASEM	Roselia Chanchavac de Carrillo
17	Nueva Esperanza	Reyna Ixcoy Pérez
18	PROGRESAR	María del Rosario Tum Chivalan
Total of PCSAN-G: 18		

Main Achievements

Educational strategy directed to eligible families of the established and socialized rural value chains with members of the consortium.

Community promoters in SAN-Gender and departmental supervisors with induction processes who are involved in rural value chains.

Community promoters in SAN-Gender and departmental supervisors trained in themes of gender equity, which will be incorporated in their educational functions.

Objective 3: Improve the knowledge levels for adoption of recommended behavior related with nutrition through the intervention of promotions, communication, and counseling about nutrition and health (processes of individual and group education, including activities offered in CCDESAN and home counseling).

Eighteen (18) community promoters in the main areas of Project execution, trained for the development of the base diagnoses and for the implementation of the proposed activities in the main objectives.

The INCAP worked in strengthening the competitiveness of community promoters in SAN-Gender, which have the responsibility of promoting good practices in nutrition care for families, pregnant women, and children under 2 years of age through interventions of promotion, communication, and counseling about feeding, nutrition, and health (processes of individual and group education, including offered activities in the community demonstrative centers of Nutritional and Food Security, CCDESAN, and home counseling).

Promoters were trained about the module of the educational Manual of PCSAN-Gender, the topic was: adults education. To transfer the knowledge and development of activities of community people, theory and practical activities were held, applying the principle of adult education, which learn by practicing.

The contents of the workshop were the followings:

- a) Educational strategy for the Rural Value Chains Project (objectives, target group, methodology, thematic, evaluation and description of modules of the Educational Guide).
- b) Communication for the change of behavior.
- c) Communication skills (bidirectional communication, respect, body language, asking questions, listening, congratulate, manage special situations, verify that the message has been understood).
- d) Group educational sessions (characteristics, to whom they are directed, my role as promoter-facilitator, assignments that I must not forget).
- e) Steps for counseling: Say hello, congratulate, do a reminder, ask questions and give new information, demonstrate, promote a commitment, set a date for follow up).



Development of Adults Workshop



Development of Workshop directed to adults

Main Achievements

Community promoters of SAN-Gender and departmental Supervisors were trained to improve the skills to raise community diagnoses and educational techniques for adult learning.

Eighteen baseline diagnoses to the study of developed chains of C1

There was training of community promoters of SAN and Gender to raise the baseline diagnoses, and georeferencing members of eighteen (18) business chains.

Development of the community diagnoses

Based on the identification of the households of the partners in each one of the Business Chains, assignment that was made as a part of the georeferencing, this activity was performed by two technicians of INCAP to do georeferencing in each one of the households or the partners with the support of the community promoters of SAN and Gender with the supervision of the technical team of INCAP.

During the visit of the technicians to each household, the establishment of the georeferencing point was performed through a GPS, obtaining data of precision, altitude, and longitude in each georeferenced household.

Likewise, the collection of information of family composition was performed through a survey to identify the partner and the members of the household. With the obtained information in the survey, each one of the households in four groups was classified to identify if it was eligible or not to receive intervention in SAN by INCAP. In the detailed report from INCAP, the extended information of all the results is presented



Visit to households to collect information about family composition

Main Achievements

- Georeferencing processes of partners of the Rural Value Chains were elaborated; which eased the identification of eligible families that will be part of activities for the behavior change.
- Collection of information of community diagnoses was done.
- The collection of the baseline information was ended.

Families with children under 2 years of age in 18 EE have received and used the educational material developed to encourage the change of feeding, nutritional, health, and hygiene behavior.

Performed Activities

- Teaching materials to train community promoters of SAN and Gender

As a part of this activity, the technical team of INCAP has made teaching materials about health and nutrition based on the interventions that promote the SUN (Scaling Up Nutrition) strategy, all these actions are focused on the window of first 1000 days of children, which includes the pregnant period and the first two years of age.

The educational manual that will be given to community promoters in Nutritional and Food Security and Gender is divided in eleven modules, besides, the manual that was given to collection of community diagnoses. This teaching material is described as follows:

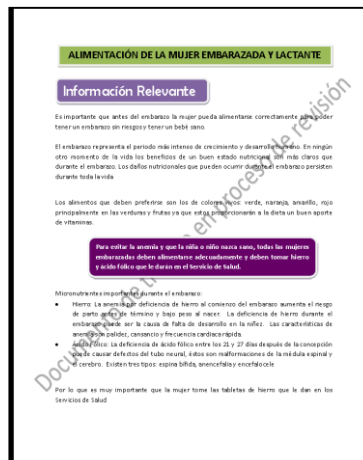
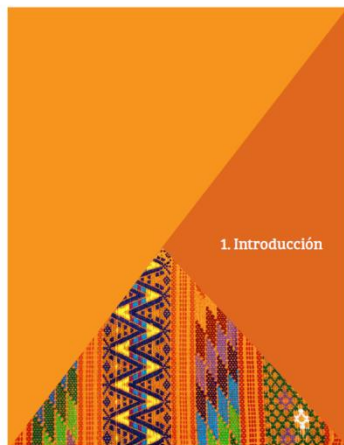
1. Introduction Module and communication techniques
2. Feeding of pregnant and breastfeeding women
3. Breastfeeding
4. Complementary feeding
5. Feeding of the ill children
6. Good hygiene practices
7. Promotion of health services
8. Prioritization of investments in nutrition, health, and education
9. Promotion of harvest consumption of family orchards to diversify diet
10. Interfamily distribution of food
11. Risk management, family and community emergency plans
12. Guidebook for community promoter in SAN and Gender for the survey of community diagnoses of the Rural Value Chains Project.

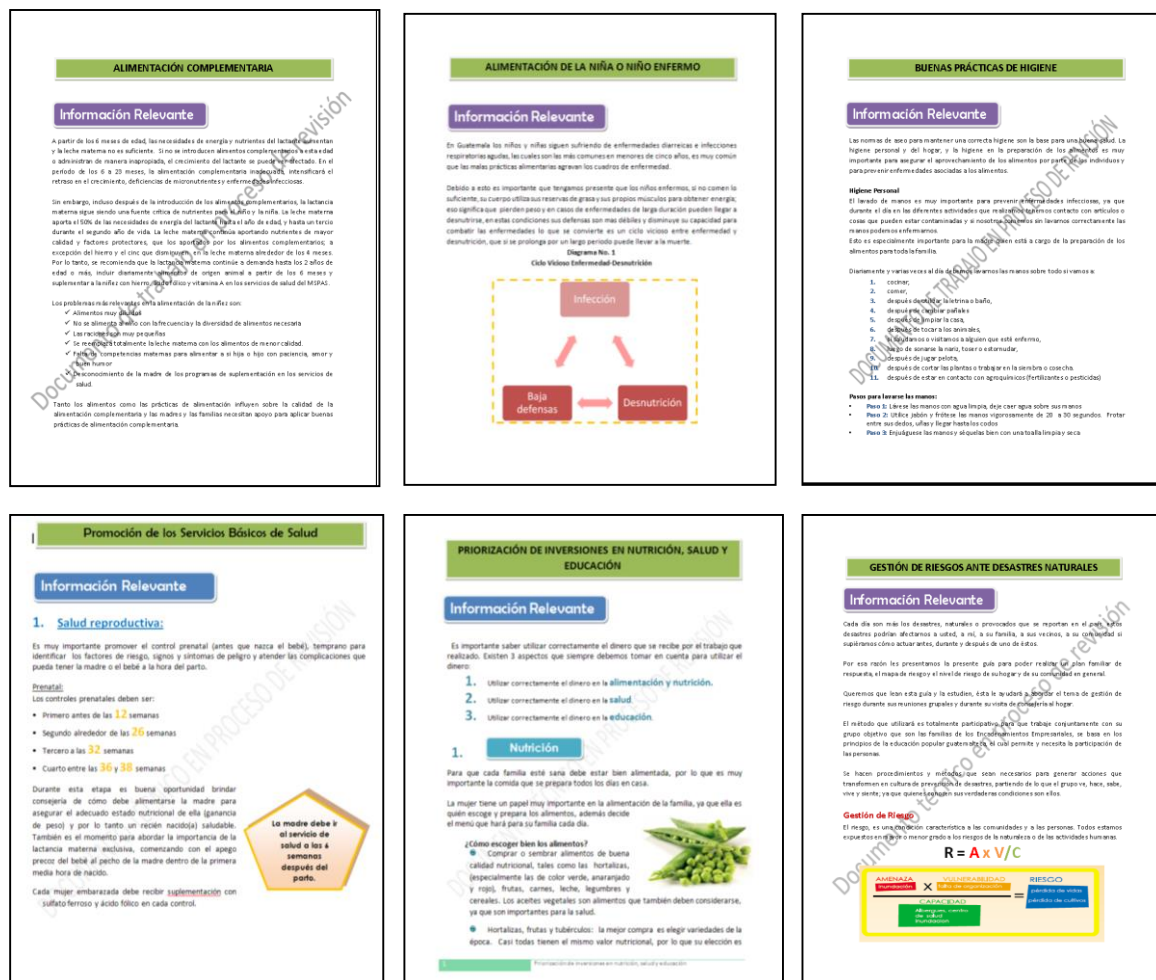
Manual de la Promotora Comunitaria en Seguridad Alimentaria y Nutricional (SAN) y Género

Para la Encuesta de Diagnóstico Basal del Proyecto de Cadenas de Valor Rurales

INCAP, AGEXPORT, VOCES VITALES

Manual de la Promotora para la realización de Diagnósticos Basales





Main Achievements

Elaboration of nine educational modules in health and nutrition themes directed to community promoters in SAN and Gender that promote behavior changes in family food production, health and nutrition practices in the first 1000 days of life.

Reinforce the mechanism of direction, intersectoral coordination, and technical planning of organs of SINA SAN in national and regional areas

Initial meetings were held with representatives of the Secretariat of Nutritional and Food Security – SESAN- whose product is the first draft of the methodologic proposal of strengthening in the regional management of Nutritional and Food Security.

Progress in Study of Baseline of the Rural Value Chains Project in 24 business chains in the departments of Quiché, Totonicapán, and Quetzaltenango

For the development of this study, AGEXPORT hired INCAP for the collection of information of 24 rural value chains in 12 municipalities of the covered area of RVCP.

In coordination among INCAP, AGEXPORT, Devtech, and USAID, the scope of collection of information in surveys was determined.

The objective is that through the information that will be collected through the Baseline will allow describing the economic and social situations of the families of the partners of business chains, generating relevant indicators of the accomplishment of the Zero Hunger Pact Plan with emphasis on interventions related with the “Window of 1000 days” and visualize the economic and social participation of adult, young and teen women.

As well as, knowing the income situation per capita of the partners of 24 rural value chains, determining the socioeconomic and productive conditions of families of the 24 rural value chains, evaluating the nutritional situation of women with childbearing potential and children under 5 years of age from families that are part of these 24 rural value chains, describing the participation of men and women in the decision making process in relation with income usage.

The study was developed between June and September 2013, having to this date the final report on draft. It is planned to deliver the final report to USAID at the end of November of this year.

Main Progresses:

For the development of the study of baseline, the INCAP was based in the institutional protocol, whose content is the following:

1. Protocol of the Study of Baseline
 - Design of the sample
 - Variables of the study that were included
 - Family composition
 - Physiological status of women of childbearing age
 - Scholarship
 - Occupation
 - Housing characteristics
 - Access to water, sanitation and hygiene practices at households
 - Level of iodine in the salt consumed in households
 - Goods and services accessible to families
 - Agricultural and animal productions
 - Risk management at households
 - Relations of gender and decision making about resources investment
 - Practices of feeding and supplementation with micronutrients
 - Nutritional status of mothers and children under 5 years of age
 - Wages of men and women corresponding to agriculture jobs in crops of green beans, coffee, peas, and basic grains.
2. Survey for data collection
3. Interviewer Field Manual
4. Sample definition
5. List of partners included in the sample
6. Training in the use of the manual and surveys execution. Agenda of training and covered topics.

7. Training of interviewers-anthropometrists, and supervisors.
8. Definition of the material that will be used in trainings and delivered supplies.
9. Training manual and number of participants.
10. Program of data analysis of family composition, housing characteristics, agricultural and animal production, and nutritional status.

The collection work in field with partners of the chains included in the sample was developed in the last quarter of the fiscal year (June-September 2013), and then the information was processed in the data base that INCAN developed for emptying information for the corresponding analysis.

The first draft of the final report was delivered to Agexport, which is in revision phase and analysis for edition, and it is expected to be completed by the end of November and finally will be submitted to USAID.

The final report with the results of baseline contains the following information:

1. Sample design
2. Sample selection
3. Geographic location of the study sample
4. Results
 - a. Characteristics of the samples of women and households
 - i. Demography
 - ii. Socioeconomic status of families
 - iii. Housing characteristics
 - iv. Potable water and excreta disposal services, water treatment and handwashing systems.
 - v. Migration, remittances and transportation
 - b. Nutritional status of children between 0 and 59 months of age, and women between 15 and 49 years of age, malnutrition, overweight, and obesity.
 - i. Children between 0 and 59 months of age
 - ii. Women of childbearing age
 - iii. Anemia in women of childbearing age and children between 6 and 59 months of age
 - c. Maternal health: pregnancy, childbirth and postpartum
 - d. Breastfeeding and complementary feeding
 - e. Child health
 - f. Participation in social programs
 - g. SAN at household level
 - i. Productive factors and agricultural production
 - ii. Availability and fortified food usage at households
 - iii. Decision at households levels

Also, a data base related with goods, services and expenses (required for the income analysis per capita by DevTech), was generated, which has been already submitted to them, who have processed the information.

After the work process done in the period, in the chart No. 8, the reached progresses in component 1 are presented.

Chart No 8
Progress of indicators, Component 1

No.	Results	Goal Global 2012-2017	Goal POA 2012-2013	Results FY 2013
1.1	Availability and increased use of improved technical assistance , business development services (BDS) for MSMEs associations throughout the value chain .	60 associative MSMEs (45 of horticulture and 5 coffee) receive technical assistance in agricultural production .	18 associative MSMEs (15 of horticulture and 3 of coffee) receive technical assistance in agricultural production .	25 associative MSMEs (18 of horticulture and 7 of coffee) receive technical assistance in agricultural production .
		60 associative MSMEs receive Business Development Services (BDS) including : a. improving their organizational and administrative skills, b . access to credit and improved markets.	18 associative MSMEs receive Business Development Services (BDS) including : a. improving their organizational and administrative skills, b . access to credit and improved markets.	25 associative MSMEs receive Business Development Services (BDS) including : a. improving their organizational and administrative skills, b . access to credit and improved markets.
		6,930 rural households who profited from technical assistance and BDS.	3,000 rural households who profited from technical assistance and BDS.	4,809 rural households who profited from technical assistance and BDS 3,599 men and 1,210 woman.
1.2	Purchase and use of technologies increased productivity and support services for MSMEs associations	25 associative MSMEs buy and use technologies for production.	Indicator to achieve year 2	Does not apply
		30 associative MSMEs buy and use support services.		
1.3	Increased availability of inputs for agricultural production, tecnología and services associative MSMEs.	60 associative MSMEs (45 of horticulture and 15 of coffee) with increased availability of agricultural production inputs , technology and services.	Indicator to achieve year 2	Does not apply
1.4	Increased participation of poor rural households in value chains.	6,930 poor rural households (70 % men and 30 % women) participate in productive activities of the value chains of horticulture and coffee.	3,000 poor rural households (70 % men and 30 % women) participate in productive activities of the value chains of horticulture and coffee.	4,809 poor rural households (75% men and 25% women) participate in productive activities of the value chains of horticulture and coffee.
1.5	Generated value and volume sales of horticulture products and coffee for MSMEs.	351,710 qq of horticulture and products of coffee cumulative for the duration of the project.	105,498 qq of horticulture and products of coffee cumulative for the duration of the project.	50,804 quintals of horticulture and coffee products in the first year, produced in an area of 2,511.67 hectares.
		Sales of US\$ 18,113,784 of horticulture and coffee cumulative for the duration of the project.	Sales of US\$ 5,416,110 of horticulture and coffee.	Sales achieved in the first year were US \$ 2,827,927.17 , horticulture and coffee. The incremental value of sales reported for 2013 corresponds to the period from March to September 2013. Since the start of implementation period of the chains was in January of that year , left out of this report the last quarter (October - December 2012.
1.6	Generated employment for poor rural households.	2,055 jobs generated representing 534,219 jornales.	612 jobs generated representing 159,120 jornales.	567 jobs generated representing 147,420 jornales. Jobs generated , corresponding to 397 men and 170 women.
		The estimated per capita expenditure (base sample) for 60 MSMEs.	The estimated per capita expenditure (base sample) for 18 MSMEs.	

As it is presented in the previous chart, the goals of indicator predicted in the Operational Plan 2013 related to the number of chains and participants were overcome. This situation is due to the intense work dynamics developed by AGEXPORT particularly in identifying, selecting and arranging chains due to the experience and knowledge of the area, the organizational and productive potential of the area, plus the acceptance and opening organizations to participate actively in the project.

The indicators related to production and sales volumes of vegetables and coffee, were not reached in full; due, among others to, two main factors, the first corresponds to the start of execution of the chains in the period from March to September 2013, and the period of chains implementation begins in January of the same year; being left out of this report the last quarter (October-December) 2012.

The second factor is associated with the coffee and its effect on the decrease in production due to the rust disease, which according to assessments by the technical team Agexport in the coffee area of the project that is located in the municipalities *Nebaj, Chajul* and *Quiche Cotzal*, this disease has caused a drop in yields by 44% per unit area with respect to the harvest of the previous year, added to this the drop in coffee prices on the international market.

In the case of vegetables, production cycles begin on August and September each year, with the departure of the rainy season in Guatemala, which implied lower production reports and lower vegetable sales in this period. The production and sales increase from September to April each year. In addition to this, due to the effects of climate change, heavy rain, high winds, freezing rain and hail outside normal periods presented, which caused damage and losses to crops of peas and green beans in range of 20%. On this issue, in AOP 2014 (Annual Operating Plan) measures for mitigation and adaptation to climate change in productive activities are proposed.

In spite of damage and loss in coffee and vegetables, the generated jobs in the period were significant, achieving 92% of predicted.

As a conclusion about the progress on the accomplishment of the predicted indicators of Component 1 in AOP 2012-2013, it should be noted that Component 1 has an acceptable accomplishment and the work process goes in the right direction.

COMPONENT 2: Expand participation in rural value chains

Leader of C2: Save the Children

Strategic Objective: Expand horticultural and coffee production, as well as, sales model in favor of poor rural households.

Component Objective: Improve competitiveness and extend the capabilities in associative selected MSMEs through specialized technical assistance to increase the capacity and market access.

Progress in the implementation of Component

Save The Children according to its responsibility area in the consortium has centered its implementation in component 2 "Expand participation in value chains" and in component 5 "Increase crops productivity for home consumption and improve food usage" through a methodology of

outsourcing of services, thereby it seeks to give attention to 50 chain groups during the life of the project.

Methodology or work strategy:

The model used by Save the Children to ensure the achievement of goals on its responsible components is the segmentation of total goals using functional and logistical criteria as geographical zone and crop area execution, for then to undertake a process of identification and selection of partners suitable to implement institutional activities locally, defining four subcontracts in total, providing coverage to 50 producer groups (type B and C) with those who will implemented actions to comply with the goals of the Components 2 and 5.

After the identification of executors, Save The Children through these institutional partners of execution will identify the groups of producers according to established typology (groups of type B and C), and through an intervention of 30 to 36 months with each group, will strengthen and consolidate the level of production and business organization, will develop training process and technical assistance in exportable production and local market, will strengthen commercial links; This is intended to meet and achieve the objectives and goals.

While the convening process for the partners identification for execution and in order to define specific methodologies was developed, as well as making progress in the preparation of producer groups, Save The Children has initiated actions in one of the four defined subcontracts, the Sub-contract for vegetables of Quiche for which have defined a work goal of 16 groups, of which 10 groups have been tackled during the first execution year and 6 more will be incorporated during the second execution year. For this execution area, Save the Children has adopted a hiring strategy of a permanent field technical team while during the intervention, who will develop most of the designed actions for goals and objectives accomplishments.

I. Administrative advances for implementation

Conformation of Technical work team:

During this period, Save the Children has developed identification and hiring processes for the execution of RVCP in 3 subcontracts in the departments of Quiche, Quetzaltenango, and Totonicapan; the team is formed by: a Project Manager, a Component 2 Coordinator, a Component 5 Coordinator, a Follow up, Monitoring and Evaluation Coordinator, and an Administrative Assistant. Also, the hiring process of field technicians was developed, which will perform actions of direct execution for the subcontract of Quiche in vegetables; the work team is constituted with 4 technicians for component 2 and 3 technicians for component 5. In order to strengthen the execution team, a hiring process of a Field Supervisor was completed, who will work for component 2 from the second execution year, when it will aspire to work with more groups through subcontracts.

Implementation of operating logistical resources:

Save the Children implemented an office in *Santa Cruz del Quiche* that is shared with AGEXPORT and with an office in *Cunen* managed by *Paisano* project, with whom an intern agreement was made to place 4 technicians of RVCP. This office has a community space for technicians of RVCP, internet facility, meeting room, and parking lot.

Office equipment and equipment for field mobilization has been given to personnel of the project. Two agricultural vehicles of 4 wheels have been given to the project, one for transference during the project and other one as a loan; also, the project has been equipped with 7 motorcycles from institutional inventory, 5 as transference and 2 as a loan. For the second execution year it is expected the acquisition of a vehicle of 4 wheels and 3 motorcycles with the resources of the project.

Interinstitutional Coordination:

During the first execution year, Save the Children has participated in workshops and meetings with the RVCP consortium, which have had as objective to know the intervention of the different executors in the different components and cross-cutting themes of the project in order to harmonize methodologies, identify complements and operative synergies, and articulate the implementation in a consistent way.

From fieldwork, information between Agexport and Save the Children has been shared in relation to identifying groups, procedures and mechanisms to engage sourcing companies, identifying markets and others.

Save the Children has been integrated to the interinstitutional coordination table established at the department of Quiché in order to ease the information flow and coordination mechanisms between entities that work locally with linked themes to Nutritional and Food Security. Likewise, Save the Children participate in the Board of Directors of the project Feed the Future and the executor units of USAID whose objective is to coordinate the interventions in order to avoid duplicity processes, take advantage of synergies, complementarities and form an incidence front seeking to optimize the results of projects.

II. Advances in the field implementation, Component 2:

i. Regional recognition and identification of groups of potential beneficiaries:

With the intervention of the technical team, regional recognitions was made with the purpose of identifying groups of producers, which were contacted by institution references with previous work at the zone, trading enterprises of agricultural products and groups of producers of identified advanced development. Communities, where agricultural potential was identified, were visited and local authorities were contacted. The technical team performed preliminary meetings with leaders of interest groups who made consults through convocations and meetings in order to collect the minimum information of the group as to measure possibilities of being benefitted by the project. In this fiscal year, information of 44 horticultural groups from the region was collected, from which 10 groups were selected to make project activities; furthermore, 2 groups that had potential to be a part of the project, were preselected; these two preselected groups will continue with the process to be included as beneficiaries in fiscal year 2014.

ii. Confirmation of groups:

In all the preselection process of groups, ten groups with productive horticultural potential were detected, and in each one of the groups, work meetings were held with community people to know in detail the process that Save the Children will develop through RVCP. Informational and promotion meetings were developed, which began with Boards for the case of legalized organizations and community leaders for the case of the non-legalized groups. Subsequently, the labor of information and promotion were performed with assemblies of organized groups, and then proceed to confirm

associates to develop RVCP in different communities which include each one of the selected organization of producers.

iii. Diagnosis of groups:

During this phase, a series of events were developed in order to collect information about the current situation of the selected groups to participate in RVCP, in such a way, 10 situational diagnoses were developed with the groups: Integral Development Association Zacualpense, Chicha village, Zacualpa, El Quiche; Association for the Mayan Integral Development Uspantense, Poblaj village, Uspantan, El Quiche; Group of producers of Brussels sprout, Caracolito, Uspantan, El Quiche; Agricultural Association for the integral development Carrizalences, Ojo de agua Carrizales village, Cunén, El Quiche; Integral Development Association Ixil, Xevitz village, Nebaj, El Quiche; Nuevo Amanecer de Nebaj Association, Xexuxcap village, El Quiche; Agricultural group of Pamaxan village, Cotzal, El Quiche; Center Group for indigenous development and defense, Xetzac village, Cunén, El Quiche; Civil Association of Agricultural Integral Development, Chajul village, El Quiche; Group of producers of French green beans, Chitapol village, Uspantan, El Quiche.

The 10 documents have information about the situations organizational, agricultural, commercial, financing, and infrastructure of the organizations; with such exercise the main problems of each organizations were identified and alternatives for the elaboration of productive and business plans were proposed, with which it seeks to initiate the strengthening process of each group.

iv. Registry of households based on selected and confirmed groups

The selection process of groups ends at the registry of households direct from each selected group, in total 519 households (405 men and 114 women) were registered in 10 work groups, the distribution of each one of the households is the following:

Chart No. 9
Total of registered households in Component 2 for the implementation of RVCP

No.	Association / Group	Partners to meet			% of Women
		M	W	T	
1	Agricultural Development Association Zacualpense, Aldea Chichá, Zacualpa El Quiché	44	9	53	17%
2	Association for the Development Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	31	9	40	23%
3	Group of producers of cabbage brussels, Caracolito, Uspantan, El Quiché	34	12	46	26%
4	Farmer's Association for Integral Development Carrizalences, aldea Ojo de Agua Carrizales, Cunén, El Quiché	38	8	46	17%
5	Integral Development Association Ixil, Aldea Xevitz, Nebaj, El Quiché	39	2	41	5%

No.	Association / Group	Partners to meet			% of Women
		M	W	T	
6	Association Nuevo Amanecer of Nebaj, Aldea Xexuxcap Nebaj, El Quiché	53	10	63	16%
7	Group of farmers of the aldea Pamaxan, Cotzal, El Quiché	22	1	23	4%
8	Center Development group and indigenous defense, Aldea Xetzac, Cunén, El Quiché.	46	42	88	48%
9	Civil Association of Agricultural Integral Development, Aldea Chiul, Cunén, El Quiché	46	18	64	28%
10	Group of producers of french green beans, Aldea Chitapol, Uspantan, El Quiché.	52	3	55	5%
Totals		405	114	519	22%

Source: SC-RVCP

v. Business Strengthening:

- **Commercialization Plan**

In fiscal year 2012-2013 a series of meetings with exporters who are working in the field of action were performed, as in the case of agro-exporters: *Uniespecies*, *La Cumbre*, *San Juan Agroexport*, and *Grupo Ceis*. Companies like CEIS Group summit and made a contract of sale of goods for export, where the provision of inputs for production in quality of credit and counseling. The 10 selected groups already have the corresponding market and planning for sowing different crops to be implemented.

- **Strengthening plan in production:**

In the operative theme, the trainings are directed to the agricultural management of crops that begin in soil preparation, sowing, fertilization, and plagues and disease management, the performed trainings are based in the methodology “learning by doing” and methods demonstration. From the 7 trained groups, 2 have begun the horticultural production phase, therefore, the field technical assistance has been continuous; these groups will commercialize French green beans and Brussels sprouts for export and production of certified seeds of potatoes for local market.

In 4 groups of chains, horticultural crops has been established taking advantage of the rainy season, areas with crops of peas, potatoes for seeds production, French green beans, and Brussels sprouts were established. Excepting potatoes, the three are for export, the exporting companies *Uniespecies* (Brussels sprouts), *La Cumbre* (French green beans), and *San Juan Agroexport* (peas) are the market partners for the horticultural groups. Through the technical team, diverse advices has been developed from identification and linking markets to the accompaniment in sowing, agricultural management, production and commercialization of mentioned crops.

In two groups of producers, the establishment of crops for export has been initiated for: peas, Brussels sprout; which provoke the beginning of trainings on themes of agricultural management of crops that begin in soil preparation, sowing, fertilization, transplantation, and plagues and disease management; the trainings has been developed under the focus: participative-demonstrative. The 10 selected groups already have horticultural market for export and a production plan that collects necessary

information of the product, sowing dates, and areas to cultivate, besides, production estimates; most chains begins the sowing on October to end on April 2014.

As a part of the accompaniment to the groups, 287 visits of technical assistance has been made, from which 43 correspond to women and 244 to men that are producers. The technical assistance is part of one of the main strategies of the project, as far as, the provision of agricultural extension is concerned because most homes are not directly involved in the search for markets and have not received training production processes of vegetables for export.

Chart No. 10
Visits of Technical Assistance of RVCP

No.	Association / Group	Partners		
		M	W	T
1	Agricultural Development Association Zacualpense, Aldea Chichá, Zacualpa El Quiché	77	2	79
2	Association for the Development Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	37	10	47
3	Group of producers of cabbage brussels, Caracolito, Uspantan, El Quiché	68	24	92
4	Group of farmers of the aldea Pamaxan, Cotzal, El Quiché	22	1	23
5	Center Development group and indigenous defense, Aldea Xetzac, Cunén, El Quiché.	9	2	11
6	Civil Association of Agricultural Integral Development, Aldea Chiul, Cunén, El Quiché	31	4	35
Totals		244	43	287

Chart No. 11
Areas with sowings of horticultural crops expressed in hectares

No.	Association / Group	French green beans	Sweet Pea	Cabbage	Pea	certified seed potatoes	Total Group
1	Group of producers, Caracolito, Uspantan, El Quiché			2.17		2.17	4.34
2	Association ACDIA, Aldea Chiul, Cunén, El Quiché		2.65	2.17		2.17	6.99
3	Group of farmers of the Aldea Pamaxan, Cotzal, El Quiché				1.74		1.74
4	Association for the Development Integral Maya Uspantanense, Aldea Poblaj, Uspantan, El Quiché	2.83					2.83
Total Crop		2.83	2.65	4.34	1.74	4.34	15.9

Source: SC-RVCP

- **Organizational Strengthening:**

In relation to the results focused on the increased capacity in organizational and operational processes, and the management capacity of the group of producers, 17 training events has been developed in administrative, organizational, and operative processes in 7 groups.

The focus of the training events in organizational matters is directed to the formation and consolidation of boards of groups, formation of working committees (marketing and finance) to support the management boards. In the group of producers *Chitapol* village in the municipality of *Uspantan, El Quiche*, began the process of legalization of the group, in the development of the organizational trainings, the election and formation of its board has been made.

- **Administrative Strengthening:**

Through the trainings performed to 3 groups of producers, the administrative knowledge has been improved through the formation of Boards as the base of an organized group; Trainings of formation and functions has been performed; besides, the commission formation in support to the Boards, the base of all organization is in forming positive leaders with basic knowledge of community organization.

Chart No. 12
Developed training events

No.	Association / Group	Name of the event	Trained Hours	Participants		
				M	W	T
1	Civil Association of Agricultural Integral Development	Agronomic crop management	8	44	20	64
2	Group of farmers of Pamaxan	Agronomic crop management pea grain	8	9	0	9
3	Civil Association of Agricultural Integral Development	Basic tools of financial control	6	9	0	9
4	Development Association of neighbors villages de San Luis Las Anonas y Poblaj Maya Uspantanense	Functions of the Senior Managment Team	8	4	0	4
5	Farmer's Association for Integral Development Carrizalences	Functions of the Senior Managment Team	6	9	0	9
6	Civil Association of Agricultural Integral Development	Functions of the Senior Managment Team	9	5	0	5
7	Integral Development Association Ixil	Functions of the Senior Managment Team	6	4	1	5
8	Agricultural Development Association Zacualpense	Functions of the committees production, marketing and finance.	8	4	0	4
9	Development Association of neighbors villages de San Luis Las Anonas y Poblaj Maya Uspantanense	Proper handling of pesticides	8	21	8	29
10	Civil Association of Agricultural Integral Development	Agronomic crop management	6	19	4	23
11	Integral Development Association Ixil	Agronomic crop management pea grain	9	18	0	18
12	Development Association of neighbors villages de San Luis Las Anonas y Poblaj Maya Uspantanense	Agronomic crop management French green beans	8	29	31	60
13	Civil Association of Agricultural Integral Development	Soil conservation practices	6	25	19	44
14	Association Nuevo Amanecer of Nebaj	Basic tools of financial control	9	5	0	5
15	Farmer's Association for Integral Development Carrizalences	Proper management of credit	7	6	0	6
16	Agricultural Integral Development Association Zacualpense	Functions of the Senior Managment Team	6	4	0	4
17	Development Association of neighbors villages de San Luis Las Anonas y Poblaj Maya Uspantanense	Functions of the committees production, marketing and finance.	8	25	5	30
TOTALS			67	152	67	219

Source: SC-RVCP

a) Subcontracts for value chains execution:

Parallel to the start of the implementation of the subcontract Quiche, by SC a process for the identification and selection of entities for execution of subcontracts was developed through publication in national media of a call for the submission of tenders for the execution of the Quiche subcontracts (Coffee), Quetzaltenango (Vegetables) and Totonicapán (Vegetables). In response to this call 12 offers the same number of potential implementers were presented (ASDECHA, ASAUNIXIL, COMUDESA, AGIL FOUNDATION, PROGRESS, FUNDIHUEHUE, ADAM, AGG, FUNDES, ASINDES, ADIPO and FUNDAP); These tenders were evaluated regarding to their technical and financial proposal, coordinating visits assessment by Save the Children staff in order to understand the capabilities of the entities qualified to a preset level.

The selecting process of the executor for the vegetable subcontract has concluded with the identification of ADAM, candidate that at the beginning of the next execution period will be submitted to approval process by Agexport and USAID before the signing of the contract between ADAM and SC in order to start the actions on field.

In the case of Coffee Subcontract, the call process done has permitted to identify few options of executors with implantation in the execution zone and solid technical and administrative capabilities, therefore it is expected that Save the Children will make the process of strengthening and accompaniment to a possible executor, which will be confirmed at the beginning of the second execution year and after a request posed to Agexport / USAID about a possible reconfiguration of this intervention specified will be settled, within a context of land substantially changed in relation to design time. The fall in prices in the order of 22% over the previous year, and a decrease in yields of 15% for this agricultural year, with estimated of 40% increase in the next crop year, determines a deployment scenario to hinder the achievement of goals for the Coffee Subcontract, therefore, adaptation and adjustment of goals and procedures are issues to be addressed before the confirmation of an implementing partner.

In the chart below, the advances reached in the period in Component 2 are presented.

Chart No. 13
Progress on indicators, Component 2

No.	Results	Global Goal 2012-2017	Goal AOP 2012-2013	FY2013 Results
2.1	Expanded participation of rural households including women in rural agricultural MSMEs	3,910 poor rural households were directly involved in the activity of the productivity of rural associative MSMEs (70% men and 30% women)	490 poor rural households were directly involved in the activity of the productivity of rural associative MSMEs (70% men and 30% women)	519 poor rural households were directly involved in the activity of the productivity of 10 associative MSMEs rural (78% men and 22% women)
		7,820 poor rural households received BDS and technical assistance (30% women and 70% men)	980 poor rural households received BDS and technical assistance (30% women and 70% men)	287 poor rural households received BDS and technical assistance (15% women and 85% men)
2.2	Increased capacity in organizational, operational and management capacity processes of the producer group	22 new MSMEs associations increased organizational, operational and management capacity	15 new MSMEs associations increased organizational, operational and management capacity	7 new MSMEs associations in the process of increasing its organizational, operational and management capacity
		28 groups of producers increase the organizational, operational and knowledge management	11 groups of producers increase the organizational, operational and knowledge management	3 groups in the process of strengthening organizational, operational and knowledge management
2.3	Jobs generated in producing coffee plantations and high value horticulture	619 jobs generated in rural MSMEs associations representing 160,929 salaries	This indicator will be projected in the second year of intervention	Not apply
2.4	Increased access to productivity technologies and support services for members of MSMEs newly formed	22 new MSMEs have access to productivity technologies and support services	4 new MSMEs have access to productivity technologies and support services	7 new MSMEs have access to productivity technologies and support services (crops of peas, green beans and cabbage brussels)
		3,910 poor households have access to productivity technologies and support services	490 poor households have access to productivity technologies and support services	519 poor households have access to productivity technologies and support services

2.5	Generated value and volume of sales of horticultural products and coffee for MSMEs	67,948 quintals of coffee and horticultural products produced cumulatively in the duration of the project	This indicator will be projected in the second year of intervention	Not apply
		US\$ 3,520,474 generated in horticulture and coffee cumulative for the duration of the project sales		
2.6	Increased incomes of non-agricultural activities	5% increase incomes from non-agricultural activities (starting from the initial baseline)	This indicator will be projected in the second year of intervention	Not apply

The information above shows the progress in Component 2 in which the accomplishment of the established goal in the AOP 2012-2013 is highlighted, in relation with the quantity of households that participated in productive activities, which was covered and exceeded, not like the number of households that actually received business development services and technical assistance that did not exceeded the 29% of predicted. The percentage of men and women reached is near the predicted, and it is appreciated at the moment of reaching to 78% men and 22% women.

Contrary to the above, in terms of new associative MSMEs that increased organizational, operational and management capabilities only a fulfillment of 47% was registered, and 27% of fulfillment in those groups of producers that increased organizational, operational and knowledge managements was also registered.

COMPONENT 3: IMPROVE AGRICULTURAL PRODUCTIVITY

LEADER OF C3: AGEXPORT

Strategic Objective: Improve the agricultural productivity through accessing new technologies for innovation, mitigation and adaptation to climate change, good agricultural practices, and demanded certifications to improve competitiveness of associative MSMEs.

During the first execution year of the Project, the actions of this component were focused on strengthening and/or generating the capabilities and conditions in 25 organizations of producers through technical assistance and trainings about new production technologies, implementation of good agricultural and manufacture practices, practices of climate change adaption and integrated management of plagues in crops of snow peas and French green beans, the last in coordination with USDA.

Complementarily, leaders and technicians from 7 organizations which execute coffee chains were trained in crop management and quality improvement of coffee of Ixil area at Quiche.

A relevant result constitutes the change from sprinkler irrigation to drip irrigation at 69 hectares, which has progressively permitted to improve the production levels and quality of products, and thereby, the productivity. With consequent improvement in the efficiency of water usage in agriculture, decrease on agro-inputs usage, and thereby improves the ability to adapt to climate change.

Added to the above, at 468 hectares, the protocol of good agricultural practices by 18 associations of vegetable and coffee producers for export is being implemented, which results in a decrease of production costs, agro-inputs usage, quality improvement, and as a consequence the increase of productivity and competitiveness.

Chart No. 14
Progress on indicators, Component 3

No.	Results	Global Goal 2012-2017	Goal AOP 2012-2013	FY2013 Results
3.1	Production yields increased by MSMEs	10% increase in yields of horticultural production 12% increase in yields of coffee production	5% increase in yields of horticultural production 5% increase in yields of coffee production	Do not measured the changes in yields, because it has not completed the production cycle
3.2	Adoption of new technologies or management practices as a result of USG assistance	10 MSMEs make your system irrigation sprinkler to drip irrigation. (C1) 50 hectares of conversion of sprinkler irrigation to drip irrigation 15 MSMEs implement technology of crops under conditions of cover (Mulch). (C1) 20 hectares implemented with the technology of crops under conditions of coverage (Mulch) 2,000 farmers have applied new technologies or management practices as a result of USG assistance (C1).	2 MSMEs make your system irrigation sprinkler to drip irrigation. (C1) 10 hectares of conversion of sprinkler irrigation to drip irrigation 5 MSMEs implement technology of crops under conditions of cover (Mulch). (C1) 10 hectares implemented with the technology of crops under conditions of coverage (Mulch)	13 MSMEs make your system irrigation sprinkler to drip irrigation. (C1) 69 hectares of conversion of sprinkler irrigation to drip irrigation

3.3	Adoption of new Good Agricultural Practice - GAP's -	60 MSMEs apply good agricultural practices (conservation and soil improvement, maintain the safety and quality of their crops and protect the health of farmers and their natural environment). (C1, C2).	14 MSMEs apply good agricultural practices (conservation and soil improvement, maintain the safety and quality of their crops and protect the health of farmers and their natural environment). (C1, C2).	35 MSMEs apply good agricultural practices (conservation and soil improvement, maintain the safety and quality of their crops and protect the health of farmers and their natural environment). (C1, C2).
	Adoption of new Good Agricultural Practice - GAP's -	60 MSMEs implement management systems for production quality, based on international standards or market needs. (C1, C2).	14 MSMEs implement management systems for production quality, based on international standards or market needs. (C1, C2).	35 MSMEs implement management systems for production quality, based on international standards or market needs. (C1, C2).
		30 MSMEs certified in good agricultural practices. (C1)		
3.4	Approval of the new information and communication (ICT).	60 MSMEs adopt ICT in their horticultural crops and coffee. (C1, C2)	This indicator will be presented in the second year of the RVCP	Not apply

COMPONENT 4: Expand markets and commercialization through innovation of private sector

Leader of C4: AGEXPORT and *Cuatro Pinos* Cooperative

Strategic Objective: Facilitate through the creation of a Federation of Cooperatives the incorporation of small producers of non-traditional producers of vegetables to export markets through its insertion to value chains of vegetables, generating productive exportable offer, expanded services, transformation, and commercialization of their production, in a strategic alliance with *Cuatro Pinos* Cooperative and its horticultural development model.

The terms of reference has been made for the design of this component, having as an objective of such study *"To define the framework and terms of reference to do a study which allows determining the technical, commercial, economic, and financial viabilities of the project of production expansion and vegetable commercialization at the department of Quiché, pursuant to the stated in the Rural Value Chains Project"*.

In this component there are no sustained progress in terms of indicators, however, initial negotiations with managers and executives *Cuatro Pinos* Cooperative have started, to generate the conditions that allow starting the operating field process for the second year. In chart 15, the above is evidenced in terms of the progress of each indicator.

Chart No. 15
Progress on indicators, Component 4

No.	Results	Global Goal 2012-2017	Goal AOP 2012-2013	FY2013 Results
4.1	Higher number of participating producer organizations at various levels of the horticultural value chains	1 Cooperative Federation made up and running 4 cooperatives (1 female) organized or strengthened and participating in the production, storage and marketing of horticultural products.	1 diagnosis for the establishment of a Federation of Cooperatives formed	In process
4.2	Number of hectares in agricultural production for export	300 hectares of agriculture incorporated into value chains	This indicator will be presented in the second year of the RVCP	No apply
4.3	Number of MSMEs articulated in the value chains for horticulture	30 producer organizations are linked to the processes of production, processing, selection, packaging and marketing of horticultural products. (C1, C2)	This indicator will be presented in the second year of the RVCP	No apply
4.4	Number of producers with best incomes in value chains	2,250 producers are incorporated in the horticulture value chains for export (C1, C2)	This indicator will be presented in the second year of the RVCP	No apply
4.5	Increased sales volume processed and exported to markets in US and Europe	320,000 quintals of agricultural products produced, packaged and exported to markets in US and Europe	This indicator will be presented in the second year of the RVCP	No apply
4.6	Generated employment for poor rural households	500 jobs (15% men and 85% womens) generated in the areas of: receiving, packaging, distribution, preparation, pilots, tutors, management, supervisors and managers	This indicator will be presented in the second year of the RVCP	Not apply

4.7	Generated value and volume of sales generated horticultural products and processed coffee by MSMEs	US\$ 28,80 millions in sales of agricultural products during the duration of the project. (Projected in the C4 sales includes US \$ 12 millions to be generated by the production of vegetables in the C1 and C2. The C4 US \$ 16.80 millions will be generated through processing and export)	This indicator will be presented in the second year of the RVCP	No apply
4.8	Improved household access to financial services to develop rural value chains	1,350 families with access to financial services for financing working capital. (C1, C2)	This indicator will be presented in the second year of the RVCP	No apply
4.9	Increased irrigation areas	70 hectares of new irrigation systems 50 hectares with irrigation systems conversion 2,500 families with access to improved irrigation systems	This indicator will be presented in the second year of the RVCP	No apply
4.10	Number of instalations for storage and processing intended for horticultural products	1 Horticulture Agroindustrial Complex that includes reception and storage of products, cold storage, processing areas, offices and meeting training of technical personnel and others. 2,500 families with access to storage and processing instalations. (C1, C2)	This indicator will be presented in the second year of the RVCP	No apply

COMPONENT 5: Extend the crops productivity for domestic consumption and improve food usage

Leader of C5: Save the Children and INCAP

Strategic Objective: Increase the productivity of crops grown in rural households for home consumption and improve the usage thereof.

a) Advances in execution of Component 5

i. Recognition Phase:

The technical team of Save the Children of component 5 visited the identified families in component C2 of the communities with established chains to present the agricultural, health and nutrition activities. Up to now, 203 familiar commitment letters have subscribed between chiefs / households representants with RVCP to assure their participation in the training process and adoption of good agricultural and health / nutrition practices promoted by RVCP.

ii. Diagnosis Phase:

During the elaboration process of the diagnosis about the situation of Nutritional and Food Security, a series of events have been developed, in order to collect information about the situation in which participant households are, which are detailed as follows:

- 22 developed events about the sensitization of participant households about the agricultural, health and nutrition situations.
- 18 developed events for the registry of participants in the component SAN; No. of women chiefs of registered households: 250; No. of registered pregnant women: 24; No. of registered children under 2 years of age: 98.
- 18 developed events for the identification of problems related with low yields of basic grains per crop area, inadequate usage of management practices (fertilization).
- 18 developed events for the identification of the problems related with the post-harvest management and the losses of basic grains during its storage.
- 18 developed events to identify and map out the months in which the households suffer food scarcity.
- 18 developed events in order to determine the feeding that children under 2 years and pregnant women receive.

Diagnoses about the situation of Nutritional and Food Security have been developed from 7 groups who have confirmed their participation in component 2, being the following:

- Association of Producers for the Integral Development *Carrizalences*
- Center for the Indigenous Development and Defense, Association
- Association of Producers of Integral Ixil Development (ADII)
- *Nuevo Amanecer of Nebaj* Association (ASONAM)
- Group of producers *Pamaxan*
- Association for Integral Development of the Villages *San Luis, Las Anonas and Poblaj Mata Uspantense* (ADISAP)
- Group of Producers *Chitapol*

Such documents are pending community socialization as a part of a process of appropriation of the groups and its participants that Save the Children promotes.

The remaining 3 diagnoses will be completed during the first quarter of the second year of implementation, this due to graded income of the groups within the RVCP, being the following:

- Association of Integral Agricultural Development Zacualpense (ASODIAZ)
- Civil Association of Integral Agricultural Development (ACDIA)
- Group of producers Caracolito

Chart No. 16
Registry of groups and participants in Component 5

No.	Association / Group	Participants			% of Womens
		M	F	T	
1	Asociacion de Agricultores para el Desarrollo Integral Carrizalences	33	33	66	50%
2	Asociacion Centro para el Desarrollo y Defensa Indigena	40	45	85	53%
3	Asociacion de Agricultores de Desarrollo Integral IXII (ADII)	31	33	64	52%
4	Asociacion Nuevo Amanecer de Nebaj (ASONAM)	12	21	33	64%
5	Grupo de Agricultores Pamaxan	15	15	30	50%
6	Asociacion de Desarrollo Integral de las Aldeas San Luis Las Anonas y Poblaj Maya Uspantanense (ADISAP)	24	26	50	52%
7	Grupo de Agricultores Chitapol	41	40	81	49%
8	Grupo de Agricultores Caracolito	14	19	33	58%
Participants Total		210	232	442	52%

Source: SC-RVCP

The component C5 has a participation of 250 households, from which 210 are managed by households' chiefs (men) and 40 by households' chiefs (women). For the total of 250 registered households there is a gender-differentiated participation of 210 male and 232 female participants.

Another line of work during the period refers to the lifting of the baseline -held by INCAP- from families of producers with pregnant women, infants and children under two years. This tool is a key to targeting actions of food security to be performed in the second year of project intervention.

In the framework of the coordination with the entities that are partners of USAID in the intervention area it has been coordinated with NUTRISALUD to ease access to locally health services to families of business chains and articulates with the PLAFAM project training on responsible parenthood and family planning. See Chart 17.

Chart No. 17
Progress on indicators, Component 5

No.	Results	Global Goal 2012-2017	Goal AOP 2012-2013	FY2013 Results
5.1	Increased yields of food crops for domestic consumption	3,910 households increase crop yields food for domestic consumption (C2)	391 households increase crop yields food for domestic consumption (C2)	No progress
		10% of the yields of food crops for home consumption increased	This indicator will be projected in the second year of intervention	No progress
5.2	Marketing and promotion of handicraft products with added value	3,910 households adopt alternatives to increase productivity of staple foods (C2)	955 households using techniques storage and improved preparation of food. (C2)	No progress
		3 Demonstrative Community Centers SAN-CCDESAN	This indicator will be projected in the second year of intervention	
5.3	Increased knowledge of practices and techniques preparation and storage food improved in rural households	7,820 households using techniques storage and preparation improved of food (C2)	955 households using techniques storage and preparation improved of food (C2)	No progress
		10,180 trained in the use of food through value chains and the implementation of vegetable gardens for home consumption of households and promoting a diversified diet (C1, C2, C6 direct homes in productive activity)	1,500 trained in the use of food through value chains and the implementation of vegetable gardens for home consumption of households and promoting a diversified diet (C1, C2, C6 direct homes in productive activity)	

5.4	Greater knowledge of alternative practices for animal husbandry	7,820 households increase their knowledge for raising domestic animals as an alternative for domestic consumption (C2)	7,820 households increase their knowledge for raising domestic animals as an alternative for domestic consumption (C2)	No progress
5.5	Improving access to the diversity and quality of food	12,460 households to improve access to various foods and food quality. (C1, C2, C6 direct households participating in productive activities)	1,500 households to improve access to various foods and food quality. (C1, C2, C6 direct households participating in productive activities)	4,188 households improve access to various foods and food quality. (C1, C6 direct households participating in productive activities)
5.6	Behaviors related to nutrition improvement	12,460 households to improve eating behaviors (C1, C2, C6 direct participando homes in productive activities)	955 households to improve eating behaviors (C1, C2, C6 direct participando homes in productive activities)	4,188 households improved their knowledge in access to various foods and quality food (C1, C2, C6 direct participando homes in productive activities)
5.7	Better use of health services and maternal and child nutrition	12,460 households improve the utilization of health services and maternal and child nutrition (C1, C2, C6 direct participando homes in productive activities)	955 households improve the utilization of health services and maternal and child nutrition (C1, C2, C6 direct participando homes in productive activities)	In process, not yet been measured progress

COMPONENT 6: Improve competitiveness of crafts value chains

Leader of C6: AGEXPORT /Craft Commission.

Strategic objective: Strengthen women participation in crafts value chains and increase productivity and competitiveness of MSMEs that produce crafts.

In this period, principal activities and developed advances by craft commission of Agexport are presented.

During the FY 2013, tours in the covered municipalities were performed, where diagnoses were identified and made to 15 organizations from which 10 were selected and are the ones that are being boosted nowadays.

Chart No. 18
List of chains of Component 6

No.	Organization	Partners			Business	Market
		M	F	T		
1	Asociación Chajulense de Mujeres Unidas por la Vida	0	50	50	Development of typical fabrics and Support Program Access to credit	Local, national and international
2	Proyecto de Artesanías Concepto IXIL	10	35	45	Marketing and sales of various textile products	Local, national and international
3	Asociación para el Desarrollo Integral Buenos Aires - ADIBA -	0	50	50	Development of jewelry and mostacilla accessories and fabrics typical	Local
4	APRODEFI	0	110	110	Development of textile products	Local
5	Asociación de Mujeres Tejedoras para el Desarrollo Integral de Concepción Chiquirichapa AMTEDICH	2	35	37	Development of typical fabrics	Local
6	Fundación Progresar	10	45	55	Processing of biomass briquettes or eco-wood	Local
7	Asociación IXIL El Sembrador ASIES	0	0	500	production of typical fabrics and accessories	Local
8	De Colores	0	0	35	production of typical fabrics and accessories	Local, national and international
9	Cooperativa Tejidos Cotzal	0	0	40	Development of textile products	Local
10	ASODIMAC	0	35	35	Development of textile products	National
11	Cooperativa María de Nazareth R. L.	2	30	32	Manufacture of maguey and textiles	National
12	Cooperativa Copitem, R. L.	5	35	40	Organic wool	National
13	Asociación Porvenir	0	0	0	Pending Diagnose	Pending Diagnoses
14	Cooperativa CINTEC	0	0	0	Pending Diagnose	Pending Diagnoses
15	Mujeres Indígenas de Tierra Colorada	3	9	12	Development of plastic crates	Local and national

*Grey background are chains in selection process.

During this period, a series of field visits were held for the execution of diagnoses of each one of the organizations where the actual situation of each one was identified about its structure, internal organization, production capacity, installed capacity, and other aspects of interest that helped as a information baseline.

Among the major findings may be mentioned that organizations lack a clear vision of development and market, their organization level is rather weak and access to capital work is nonexistent; identify leadership among partners has also been one of the major challenges, since this working model proposes a different way of coordination and action.

After making diagnoses, follow-up visits to various organizations were held in order to socialize with their representatives and artisans group to make known business plans set for each organization according to needs identified in the initial diagnostic visit, also taking advantage to make adjustments according to the observations of each organization so as to adequate the project intervention to their specific needs in the three main components of the project.

Methodology and work strategy:

There is a technical team in communities and in the central office for the implementation of action plans to meet in a timely manner the needs of organizations and to facilitate the link with the market.

The needs of support have been identified; for this purpose, diagnoses of needs have been performed for each one of the identified organizations.

In terms of market, alliances with interested buyers in acquire or develop their own products in communities were performed.

The improvement of production in order to obtain products that satisfy the market requirements is also being supported through different interventions.

Additionally, it is important to mention that in the strengthening of Value Chains is working to consolidate allowing small businesses better leverage the capabilities of each one and synergies of shared work, contributing to maximize the added value to clients, considering and standardizing the offer to attract more clients and ease the access to biggest markets. The globalization of the offer encourages specialization and work division, which increase productivity and the strong interaction among producers, suppliers, and consumers, which induces major learnings: productive, technological, administrative, and commercialization.

The program primarily emphasizes three main concepts:

- ✓ Design and Development of products
- ✓ Business Training (trainings and technical assistances)
- ✓ Commercial promotion (participation in fairs, marketing and commercialization)

Design and Development of products:

There are nine buyers linked to different chains, which has permitted that this component can present the major advances.

This period has served to adapt the products according to the requirements of buyers partners.

An important thing to note is that products that have been developed already have a clear market demand which has permitted to have already placed purchase orders and short-term negotiations.

The linked buyers up to date are:

1. The Mayan Store
2. From the Mayan People to You
3. La Casa Cotzal
4. Mayikal Fashion Collection
5. Cuero Textil, S.A.
6. KIEM
7. Bafer Latina Sar
8. Carolina Baena
9. María's Bag

Resultado de ello se tienen 50 productos nuevos desarrollados con enfoque de mercado y de los cuales 20 ya están el proceso de producción.



Wool pompons



Toys made out of wood



Beaded belts



Beaded wristlet



Beaded textile for decoration



Slippers with textile

COMODIDAD
INNOVACION
DISEÑO



Ecological firewood



Textile bag

Additionally, it is expected that different organizations can diversify their product lines as in the case of:

ADIBA: Made products as wristlets, rings, earrings, necklaces, hooks and pins and now, also the product line as canvases beaded serving applications in furniture, accessories and clothing beaded figures, belts and ribbons as complements accessories have been incorporated, allowing diversification of products and it gives the opportunity to enter into new markets.

APRODEFI: This organization has a basic infrastructure of carpentry, as well as, a basic clothes-making workshop. Its participation in the market is practically non-existent; nevertheless, they have an alliance with 7 local schools. The above has allowed visualizing a new action line. Nowadays, the hiring of specialized services is in process for the elaboration of desks and school uniforms, the above will allow generating new products that has a real and accessible demand even if there are not for export.

AGROS FOUNDATION: This organization is basically dedicated to elaboration of textiles and traditional furniture for local households as dining table, helves, chairs, dressers, shelves, among others, but with the intervention of the project and customer demand, it has begun work on toys and decorative articles as bases for lamps, tables, and traditional toys.

CHAJULENSE ASSOCIATION: This organization is dedicated, since long time ago, to the elaboration of textile products for export, nevertheless, difficulties of communication with actual clients has found, and the lack of follow up to applications for which it is working to incorporate the existing supply back to the market and additional new alternatives of product development to innovate the traditional lines. Currently better communications with clients are maintained and are working samples of new products such as canvas for incorporation into accessories, pompoms to incorporate into designs of furniture and decorative objects as complements to the season.

PROGRESAR FOUNDATION: This organization is dedicated to the development of women through various projects, the Feed the Future project was reinforced by the Commission and the development of a business plan focused on the commercialization of eco-firings, product focused on the use of resources renewable crop and forest, standing at local and regional level as an organization for the

conservation and business development of women in the department of Quiché and the surrounding area. Currently this organization is being recognized nationally as an example of the development of indigenous women.

Business Formation:

The diagnosis clearly shows the weakness in all organizations in business terms, which is why it is expected the planning of a series of actions that contribute to strengthening this component through partnerships with peer institutions that allow the participation of these organizations in trainings, workshops and seminars to strengthen it.

For the strengthening in good commercial practices and oriented action to increase the export culture, a workshop named: How to export crafts? , was planned, directed to all public and with special attention to participate in order to know the actual market, trends, local and international markets, and the importance of the commercial promotion activities. This activity was held on June 13 and 14, in the facilities of AGEXPORT, located at Guatemala City, with 53 participants.

Commercial Promotion

Visit of buyers to beneficiaries organizations:

The purpose of the meetings was to coordinate agenda for a field visit where would be used to measure the production capacity of the beneficiary organizations, making some suggestions as to design prototypes of products which are intended to be a base for measurement of design capacity, manufacture and production, and volume management of some groups of benefitted artisans of the project.

During the visit, buyers took the opportunity to meet each one of the organizations and group of artisans, as well as, their production and design techniques, installed capacity, and general environment to have a better view of the benefits and opportunities of the organizations.

Exhibitions of artisan products that nowadays are made by artisans were performed, and the potential of the product to introduce it into international market was evaluated.





Buyers during the field visit in ADIBA, Agros Foundation, and Chajulense Association

In this category, organizations have been visited to meet their products, elaboration techniques, actual production level and potential, and actual commercialization dynamics; all of these with the idea of visualizing possible scenarios to diversify the commercialization channels.

Participation in Central American Fair “New World Craft 2013”

Following the started endorsement with some of the organizations, their participation in the Central American Crafts Fair “New World Crafts” was achieved, where the purpose was to present the products they produce and the trends and demands of international market, that was how, the attention of some international buyers was achieved, following the event, the buyers requested sending the information of the organization, products, prices, and specifications to start working with them.



Participation of benefitted groups in Central American Fair “New World Crafts 2013”.

As one of the greatest obtained achievements by the organizations and as a result of the sensitization of buyers and market to these groups of artisans, the award ceremony for the prize “*Rescate a la Técnica Artesanal 2013* (Rescue to the artisan techniques 2013)”.



Benefitted Groups receiving the prize “*Rescate a la Técnica Artesanal 2013* (Rescue to the artisan techniques 2013)” at Central American Fair “New World Crafts 2013”.

A particular point to note is that the Association for the Integral Development Buenos Aires -ADIBA- who has a group of 50 women artisans who make beaded jewelry that succeeded in placing their product in the interest of international buyers of Colombia and the United States, for which they were supported and still is following up on communication with customers, following up, sending samples, costs and prices.

In the case of APRODEFI, support was given for the follow up of a French client (Michel Ferrargu), who requests the elaboration of typical fabric ribbons as complementary accessories for hats.

Likewise, requests for Agros Foundation and Chajulense Association of Women were received to make canvases, pompons and textile that will serve as applications or complement accessories for customers in United States.

As a part of the objectives of the commercial promotion segment, the participation at International fairs is expected, this allows knowing the potential of the artisan products at footwear and apparel industries as an alternative in trends and adaptable applications for a variety of products.

Another major participations that reinforces the marketing component was the participation in the Apparel Sourcing Show, organized by VESTEX / AGEXPORT and which took place from 22 to 24 May at the Convention Center located at Tikal Futura Hotel, city of Guatemala; in this event contacts with producers of raw materials, shoe companies, and textile were made, which were introduced to the textile product as Agros Foundation and Chajulense Association as an alternative for applications where products.

As a result of this participation, a data base of some suppliers and potential suppliers was obtained, which has been used to distribute among the beneficiaries of the project and remains today in contact with them to keep the data base updated and available.



Installation of stand at Apparel Sourcing Show May 22-24 2,013

Likewise, for the third quarter of 2012, there was an important participation at the artisan festivals in chain stores of Guatemala like Wal Mart, Cemaco and Siman, looking for opportunities to introduce artisan products made by this beneficiary organizations to this activities, nevertheless, due to logistic processes and local commercial representativeness, some of the organizations were linked to some local buyers that actively participate in this festivals and through this mechanism it is intended to carry the product to final consumers.

For the first quarter of FY 2014, the participation of 2 more activities is expected; these activities will help to growing and development of some beneficiary organizations, among them: Christmas bazar at Quetzaltenango and the Fair Commerce fair at the municipality of *Tecpan*, both activities during December 2013.

Administrative Advances

As for administrative developments, the preparation of the following documents was held for beneficiary organizations in the first period and some progress was made on some documents for the following period:

- ✓ Form for baseline for each one of the beneficiary organizations
- ✓ Business plans
- ✓ Investment plans
- ✓ Presentation with summary of intervention per component
- ✓ Agreements between AGEXPORT and beneficiary organizations
- ✓ Understanding memorandums between the beneficiary group and buyers
- ✓ Creation of administrative forms for some organizations

Parallel to the above, physical and digital folders with information for each approved beneficiary organizations were made by the Selection Committee according to the standards of the project.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Learned Lessons

Among the learned lessons during this period of progress for the project may include the following:

- ✓ Progress in communication and follow up to improve the relation among the actual buyer, potential buyer, and linked beneficiary group.
- ✓ Participation and interest in export sector in knowing new suppliers of raw material and artisan products.
- ✓ Importance of sensitization of linked buyers to artisans of beneficiary organizations.
- ✓ Diversification of products and adaptable designs to local and international markets.
- ✓ New commercialization channels for beneficiary organizations.
- ✓ Establishment of new internal administrative processes that contribute to improve these organizations.

Limitations or found problems and possible solutions

As every Project on execution, some limitations were determined, nevertheless, it is worth noting that limitations were not important to the respective follow up:

- ✓ Access: The access to headquarters of various organizations is a limit, because there are roads that lack road signs and are in a very bad condition. This makes difficult to visit the organizations on buyer behalf and as well for the crafters to get their supplies and materials.
- ✓ Role of rural women: the role of the rural women plays a significant role and is also a limitation due to the diverse activities in which they are involved. In most cases, their participation in the craft activity diminishes considerably and they do not take it as a full time job.
- ✓ Weather: the weather sometimes could be a limiting factor, even if it is separated of the execution of the project. There has to be taken into consideration: topography of the land of action, access to the sites of the organizations, buying places for raw material and supplies.
- ✓ Budget: a careful and exhaustive review of the integrated project budget is needed, to identify the feasibility of increasing the resources to guarantee the reports of community diagnosis and nutritional oversight are available with the desired and required opportunity by the institutional teams.



Chart No. 19
Progress of indicators, Component 6

No.	Results	Global Goal 2012-2017	Goal AOP 2012-2013	FY2013 Results
6.1	Integration of groups marketing channels for export and value chains	30 artisan groups are integrated marketing channels for export and to devalor chains.	6 artisan groups are integrated marketing channels for export and to devalor chains.	6 groups of artisans are in the process of integration marketing channels for export and value chains
		30 artisan groups participated in trade promotion events at national and international levels to promote "artisanal" products.	6 artisan groups participated in trade promotion events at national and international levels to promote "artisanal" products.	6 artisan groups participated in trade promotion events at national and international levels to promote "artisanal" products. Central American Crafts Fair in September 2013
6.2	Marketing and promotion of handicraft products with added value	30 collections composed of about 600 new products have been designed by local and international designers	06 collections composed of about 120 new products have been designed by local and international designers	In process
6.3	Jobs created for poor rural artisans	2,250 jobs created (85% womens y 15% men)	3,000 jobs created (85% womens y 15% men)	No progress
6.4	Increases the value of sales of artisan groups	US \$ 1,500,000 in cumulative sales by craft groups for the five-year project	US \$ 200,000 in cumulative sales by craft groups	No progress
6.5	Higher availability and use of technical assistance and BDS by groups of artisans	30 artisan groups access to technical assistance and BDS	6 artisan groups access to technical assistance and BDS	6 artisan groups access to technical assistance and BDS
		2,250 households access to technical assistance and BDS	300 households access to technical assistance and BDS	285 households access to technical assistance and BDS

It can be concluded that component 6 has registered interesting advances above all commercial and particularly in diversity of potential clients. For the next execution year, it is expected that sales indicators and generated employments can be fulfilled by the artisan activity.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



VIII. Cross-Cutting Theme:

- **Environmental Sustainability**

In Alliance with Rainforest Alliance, Environmental Mitigation Plans –EMP–, for each one of the sectors: coffee, vegetables, crafts, and food security. These plans constitute a tool that gives technical directions and necessary practices to mitigate the impacts that production of supported sectors can be causing to environment.

The EMP constitute the main instrument for elaboration of specific plans for each chain on execution and according to conditions and needs of one of the MSMEs involved in the project.

Each one of the EMP contains an evaluation of the impact potential of the different activities per type of crop, for which, previously established tables were used according to the Standard 216 of USAID, measures to mitigate de environmental impact were defined, and monitoring and follow up for environment were proposed.

These mitigations plans constitute the reference framework for each one of the chains that is implemented in components 1, 2 and 6 of the rural value chains project.

- **Rurales Financial Rural Services**

Strategic Objective: Promote the banking process for producers that will begin with the selection of producers by a Selection Committee and the support of design of the value chain.

In this strategic cross-cutting theme, Agexport established an alliance with OIKOCREDIT (Cooperative Financial Institution of International Development) from Holland to strengthen the institutional capabilities in Business Management for rural Small and Medium enterprises (SMEs) in the framework of the Business Chains Program.

The support objective of Oikocredit for the management and approval of new loan projects is: Increase the financing to productive sector of Guatemala through Oikocredit and improvement the access to credit services for the affiliated organizations to Agexport. The presentation of this initiative in different levels was propitiated in the inner of the commissions of Agexport and with organizations of small producers that will qualify according to the requirements of Oikocredit for the financing for the development of value chains.

In this regard meetings were held with:

- SIESA
- Adiba
- Cinasem
- Aprodefi
- Asomam
- Manos Campesinas Association
- Integral Agricultural Cooperative Chirrepec,
- Acodihue
- Upavim



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



- Aj Quen Association
- Casaviva
- Guayab Association
- Fecceg

In the objective for the development and approval of new loan projects of Oikocredit for an amount exceeding a million dollars from United States of America (USD 1,000,000.00).

Drafting of Template for Applicant Information of CINASEM for the international credit committee of Oikocredit with central office at Holland, where the most relevant aspects of the organization were presented which include the components: administrative, commercial, legal, products, market position, human resources, administrative structure, and productive capacity. After the analyses of the presented application by CINASEM and after all the requirements were filled out, **an amount of Q.2,000,000.00 for working capital was authorized.**

Drafting of Template for Applicant Information of FECCEG for the international credit committee of Oikocredit with central office at Holland, where the most relevant aspects of the organization were presented which include the components: administrative, commercial, legal, products, market position, human resources, administrative structure, and productive capacity. After the analyses of the presented application by CINASEM and after all the requirements were filled out, **an amount of US\$ 225,000.00 for working capital AND US\$ 115,000 as a long-term loan were authorized (investment).**

Gender Equity Promotion

Strategic Objective: Promote the incorporation of rural women in the economic development of their community, facilitating their active participation in associations through gender equity promotion, strengthening of their leadership and access to improve their economic, personal and technical capabilities.

Specific Objectives:

- Increase the women capacities for them to influence decisions at their households, communities, and society in the served MSMEs.
- Promote the citizen participation of rural women in value chains of the sectors of vegetables, coffee, and crafts of the departments of Quetzaltenango, Quiché, and Tonicapán.
- Promote the access of women to the productive and financial resources of the rural value chains.
- Promote the involvement and participation of women in value chains.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



- Incorporate a focus of gender in every action and/or activity by the partners of the consortium JUNAM for the execution of the project of Rural Value Chains.

Progress on execution:

Agexport in Alliance with Vital Voices Guatemala, member of the consortium, will promote gender equity as a cross-cutting theme in the six components of the project.

This alliance has as a scope the incorporation of women in activities developed in the program, so that through their economic empowerment, they can improve their life quality and their family life quality. For such effect, an implementation will be done with Agexport, Save the Children, INCAP, and Rainforest Alliance with the perspective of gender at a cross-cutting level.

Baseline: In the document of baseline developed by INCAP, diverse elements were considered for the collection of information related to the gender situation in 24 chains on execution in this fiscal year in order to analyze the gaps in value chains of women. The main indicators included in the instrument of field data collection form were:

- Women that hold position in making decisions.
- Women that have DPI (personal identification document) and are registered voters.
- Women that have access to the resources: water, land, production technologies, and financing.

Among others, these elements will allow an analysis to clarify the actual state of women in chains and based on that, develop intervention strategy and measurement of developed actions.

In alliance with INCAP, 19 women promoters of SAN and Gender have been hired, as well as, a regional supervisor (women) for Quiche, whom are being trained in the theme of gender to give advice to identified leaders of MSMEs beneficiaries of the Rural Value Chains Project. Vital Voices began its operations in the framework of RVCP on June of this year, and has the following human resource assigned for the equity of gender promotion:

- ✓ A central Board of Directors
- ✓ An Executive Director for RVCP
- ✓ A Project Coordinator
- ✓ A Regional Supervisor
- ✓ 19 promoters of SAN and gender

Nineteen promoters has been hired and trained in gender, whom have had as an objective to develop a sensitization process for the comprehension of PCSAN-G on the basic foundations of inequity of gender and obtain knowledge about promoting equity of opportunities between men and women in their activities as promoters.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Development of the Policy of Gender Equity, approved and implemented by the Rural Value Chains Project

The policy of gender equity has been elaborated which gives the guidelines and principles of how to act and begin the theme in the different execution stages of the project.

The intervention strategy of VVG is based on the development of the cross-cutting theme: Gender Equity, by Agexport and the consortium, incorporated in all strategies, activities, and project actions.

This policy seeks that every part share the vision of gender equity about the basis of the policy of gender equity of USAID for the global initiative of “Feed the Future” which is based on the respect of human rights in equal conditions in access to services and opportunities and over all to dignity and women value.

In annex 3 of this document, the Policy of Gender Equity of the Rural Value Chains Project is presented.

Coordination among work teams of VVG and INCAP to coordinate the interinstitutional work that will be done in the framework of the Rural Value Chains

Diverse meetings of coordination were held in order to define a work strategy which allows articulate efforts in nutritional and food security which is promoted by INCAP and of Gender Equity which is promoted by Vital Voices through promoters of SAN and gender. As a result of these meetings, they agreed to conduct various training events aimed to promoters and for the delivery of materials that will help them develop their activities. Two activities were developed with the participation of promoters and technical teams of VVG and INCAP on May and September of this year. INCAP prepared seven modules in Nutritional and Food Security with elements of gender provided by VVG.

VVG has prepared four modules for sensitization of PCSAN-G of the chains.



Event for training of promoters of SAN and gender by Vital Voices and

19 promoters and 1 regional supervisor were trained in the theme of gender to give advice to identified leaders of benefitted MSMEs of Rural Value Chains Project.



Training of PCSAN-G in themes of gender

On July of this year, 19 community promoters of Nutritional and Food Security (PCSAN-G) of Rural Value Chains Project were trained and sensitized in gender. This activity was held in the facilities of INCAP located at the municipality of San Raymundo, Guatemala.

The objective of this first workshop was to develop a sensitization process for PCSAN-G to understand the basic foundations of the way in which society build the identities of gender and obtain knowledge about promoting the theme of equity of opportunities in men and women in their activities with the families of value chains.

In this training, the methodology CEFE (Economic Competition Entrepreneur Formation) which included a series of training elements based on learning by action and on the experience that each one of the people, who participated, provided.

This methodology was adapted based on the educational level and on the surroundings of the participants, considering that the participants have at least a high school level ended, some are already studying at university and supervisors have a college level.



Training PCSAN-G on themes of gender

As a part of the thematically development, two activities were held with 19 participants. The first activity, called “**Las Manos**” (The hands), had as an objective that the participants could recognize the biological differences and the origin of those differences to induce them in the theme of gender equity. The second activity, called “**Carrera entre sexo y género**” (Competition between sex and gender), had as an objective that participants could classify a series of statements according to “sex” or “gender” in order to understand that the different social actors are the ones who build and define the roles of men and women in function of their respective genders, and that for this reason the inequity of gender emerge. After of each one of the activities, a theoretical framework to deepen about these themes was developed.

Monitoring and follow up to technical operation team in field (technical assistants, promoters of value chains, and SAN promoters) of the Rural Value Chains Project in the activities for the accomplishment of the implementation of the Policy of Gender.

As a part of the stipulated guidelines in the Policy of Gender Equity of the Consortium of the Rural Value Chains Project, a sensitization process to the technical team of field operations (agricultural technicians, rural promoters, and PCSAN-G) was started of the 8 following value chains through a visit tour:



Chart No. 20
Value Chains where sensitization process has been started

No.	Name of Organization	Municipality
1	Fundación Progresar	Sacapulas
2	Ecologic Development Association Sacapulteca (ADIES)	Sacapulas
3	Farmers' Association of agro villages in the Region Ixil (AGROSIXIL)	Nebaj
4	Association of coffee producers of the region Ixil (APROCAFI)	Nebaj
5	Association pro Development of the family Ixil (APRODEFI)	Chajul
6	Association Chajulense I	Chajul
7	Association Chajulense II	Chajul
8	Association Ixil El Sembrador (ASIES)	Nebaj

The following people and institutions from the consortium accompanied this process:

Chart No. 21
Accompanying to training activity

Name	Position	Institution
José Cano	Specialist PEE	AGEXPORT
Wilman Escobedo	Specialist PEE	AGEXPORT
Maribel Quintanilla	Training PCSAN-G	INCAP
Marlon Chávez	Reducing Risks and family orchards	INCAP
Vanessa Echeverría	Training PCSAN-G	INCAP
Daniela Martínez	Project Coordinator	VVG
Elena Ailón	Gender Coordinator	VVG
Maribel Gutiérrez	Supervisor Gender	VVG

On the part of organizations were present the representatives of Boards, agricultural technicians and promoters of rural value chains.

Similarly, VVG formally presented their work team to representants of organizations and a presentation was done about the intervention that will perform VVG in the theme of Gender Equity Promotion and women leadership in value chains.



Identification of women from benefitted MSMEs of the Rural Value Chains Project that have decision making positions.

For the development of this activity, initially the characteristics for the identification of women that have decision making positions in chains (Boards, Committees, Administration, among others) were defined. These characteristics were shared with members of the technical team of INCAP, as well as, with the supervisors of VVG and PCSAN-G, to proceed with the women identification that have making decision positions in the value chains project.

Eleven women that at the present time have making decision positions in rural value chains were identified. The list of identified women is as follows:

See Annex 4: List of identified women that have making decision positions.

Identification of women from MSMEs with leadership potential, whom are beneficiaries of the Rural Value Chains Project

VVG defined the characteristics for women identification with leadership potential, whom were shared with members of the technical team of INCAP, supervisors of VVG, and PCSAN-G to proceed with the identification of women with leadership potential in value chains of the project, **identifying 42 women with leadership potential** in the different chains.

- *See Annex 5: Profile of Women Rural Leader*
- *See Annex 6: List of identified women with leadership potential*

Monitoring and follow up to the technical team of field operation (technical assistances, promoters of value chains and SAN promoters) of the Rural Value Chains Program in the activities for the accomplishment of the implementation of the policy of gender.

VVG have developed a whole process of accompaniment to SAN and gender promoters to guarantee the accomplishment of the established results in this initiative. Eight rural value chains have been visited with the purpose of presenting to promoters and supervision personnel. This meetings has reach various scopes, first to present to the Boards of each chain the role of VVG in the initiative of the RVCP, check the distribution of served communities per each promoter, revision of selection criteria according to the window of 1000 days, revision of beneficiaries lists per chain, coordinate the

collection of information of baseline with the included partners in the sample, as well as, the collection of information of each one of the families.

Final artworks and 1,000 prints of promotional material developed for gender equity promotion in rural value chains.

VVG designed the artworks of promotional material for gender equity which are on revision by AGEXPORT for their comments, final revision, and printing. *See Annex 7: Draft material for gender equity promotion.*

IX. Institutional Alliances: Public, Private, and International Cooperation

Coordination with members of the consortium of the Rural Value Chains Project

As a part of the Climate, Nature, Communities, and Climate Change Project (CNCG), the theme of reduction of impacts for the climate change is taking force in the organizations that belong to the chains of the department of Quiché. Coordination and field visits have begun with technicians of The Nature Conservancy (TNC), executor organization of the CNCG project. The scope of this project is to strengthen the capabilities of local organizations to face the effects of climate change, promote initiatives for the biodiversity conservation and sustainable forest management, generation of income based on low emissions and linking the adaption to climate change with fighting the nutritional and food insecurity of rural families.

In the framework of the subscribed agreement between AGEXPORT and Ministry of Agriculture, Stockbreeding and Feeding (MAGA) in the project “Program of Market Access for 11 supported organizations by PRODEL in the departments of Quiché and Huehuetenango”, five associations have been fortified (Integral agricultural cooperative Santa Maria R.L., Integral cooperative of Mayan Ixil commercialization R.L., Coordinator of associations and integral development organizations –CASODI-, Flor de Chel Cooperative, Xexuxcap Association). With the support of the project, nowadays, it has the feasibility study of coffee roaster of the Maya Ixil Cooperative for export to United States. Also, diverse meetings has been facilitated to develop specialized knowledge and abilities in leaders of eleven organizations of chains of coffee, honey, and potatoes about external commerce and techniques to analyze commercialization and its logistic, as well as, knowing the procedures and tools in the elaboration of an export business. Some of these groups will be evaluated to follow up in the framework of RVCP.





USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



X. Monitoring and Evaluation

Within this line, supervision and monitoring are contemplated first, of every established indicator for RVCP, which include different components. Being that within the relevant actions developed in this period are the following:

Indicators: The revision of approved indicators by USAID, the way of data disaggregation, and reading of indicators guide were performed. An integration of such indicators to the presented Matrix in the original proposal of the project was held.

The monitoring and evaluation unit proceeded to check the used registry of indicators documentation for each one of the components of the project. Specialists of chains from RVCP were interviewed about the used documentation (formats ISO 9001:2008) to determine their impressions and suggest allowing an agile, easy, and precise collection of information.

Software: The existing documentation and information flow were analyzed, and also mechanisms which allow establishing the concept that the software must have, facilitate the collection of information, and resume at a productive chain level and at a global level the follow up of the project. A presentation was made about the required concept of the software to the Director of Division, Ivan Buitrón, and to Chief Information Officer, Sr. Eddy Mendez. Additionally, some elements that must be part of the Terms of Reference have been written in order to hire a specialized programming company. Given the abundance of indicators RVCP Project, it has drafted a database which allows a dynamic collection of them. In the coming months will be testing with the database and make efforts to hire the company for software development.

XI. Communication

The Communication unit of the Business Chains Program, during the third quarter of the fiscal year wrote 22 informational notes about the advances and achievements of the Rural Value Chains Project. These notes were published at the digital platform “Agexport Hoy (Agexport Today)” as in the bulletins “*Nuestro día a día* (Our day to day)” of the Development Division and of the Rural Value Chains Project.

Three notes were published at Data Export Magazine, on editions of May, June, and July. The aforementioned informative platforms are given to the partners of Agexport, strategic partners of RVCP, donor agencies, and other contacts who are interested in the rural development of Guatemala. As a product of the published notes in such platforms, some daily newspapers published notes and reviews which were filed and shared through the web page of PEE (www.encadenamientosempresariales.com). The main performed activities are:

- Write-up of Tecun Uman Cooperative at Caquixajay village, Tecpan, Chimaltenango. The story about this successful chain supported by Agexport-USAID was published at the bulletin “Our day to day” of RVCP and also at “Data Export” on its May edition.



Nuestro día a día

ADIBA obtiene una vez más dos certificaciones en buenas prácticas agrícolas

La producción de arveja dulce con altos estándares de seguridad, calidad e inocuidad permitió que por octavo año consecutivo la Asociación para el Desarrollo Integral Buenos Aires (ADIBA) saliera triunfante en la auditoría para obtener las certificaciones Global G.A.P. y Tesco, imprescindibles para la exportación de hortalizas.

“Con estas certificaciones se apoya la cadena productiva y la generación de empleo, porque se mantiene abierta la posibilidad de exportar nuestra cosecha a mercados internacionales. La constante implementación de buenas prácticas agrícolas y ambientales nos ha ayudado a darle un manejo adecuado a los residuos sólidos y a los agroquímicos por lo que contaminamos menos el entorno y las fuentes de agua”, señala Juan Tut, Presidente y representante legal de ADIBA.

La auditoría a ADIBA, la realizó el 9 de mayo recién pasado, Control Union Peru SAC, integrante del “holding” holandés Peterson Control Union, una organización con oficinas en los cinco continentes.

Según explica Luis Mendoza, especialista de negocios del Programa de Encadenamientos Empresariales (PEE) de AGEXPORT, las certificaciones que extiende esta firma auditora garantizan a los consumidores locales y extranjeros que están adquiriendo vegetales con excelentes propiedades organolépticas y producidos de forma social y ambiental responsable, aspectos muy valorados en mercados internacionales.

Los factores clave del éxito de ADIBA han sido el apoyo que les ha otorgado la empresa Servicios Internacionales de Exportación, S. A., la cual les compra el total de su producción de arveja dulce para exportarla hacia Estados Unidos y Europa; y su participación en los encadenamientos empresariales liderados por AGEXPORT, con apoyo de la Agencia de los Estados Unidos de América para el Desarrollo Internacional (USAID).

ADIBA -situada en el Caserio San Francisco, aldea Los Encuentros, Sololá-, es una de las organizaciones productoras que actualmente participan en el Proyecto Cadenas de Valor Rurales, que ejecuta AGEXPORT con el apoyo de USAID. A través de este encadenamiento las familias de sus 159 socios están mejorando sus condiciones de vida y generando beneficios indirectos a la economía local y regional.

Según explica Luis Mendoza, especialista de negocios del Programa de Encadenamientos Empresariales (PEE) de AGEXPORT, las certificaciones que extiende esta firma auditora garantizan a los consumidores locales y extranjeros que están adquiriendo vegetales con excelentes propiedades organolépticas y producidos de forma social y ambiental responsable, aspectos muy valorados en mercados internacionales.

Los factores clave del éxito de ADIBA han sido el apoyo que les ha otorgado la empresa Servicios Internacionales de Exportación, S. A., la cual les compra el total de su producción de arveja dulce para exportarla hacia Estados Unidos y Europa; y su participación en los encadenamientos empresariales liderados por AGEXPORT, con apoyo de la Agencia de los Estados Unidos de América para el Desarrollo Internacional (USAID).

ADIBA -situada en el Caserio San Francisco, aldea Los Encuentros, Sololá-, es una de las organizaciones productoras que actualmente participan en el Proyecto Cadenas de Valor Rurales, que ejecuta AGEXPORT con el apoyo de USAID. A través de este encadenamiento las familias de sus 159 socios están mejorando sus condiciones de vida y generando beneficios indirectos a la economía local y regional.

Según explica Luis Mendoza, especialista de negocios del Programa de Encadenamientos Empresariales (PEE) de AGEXPORT, las certificaciones que extiende esta firma auditora garantizan a los consumidores locales y extranjeros que están adquiriendo vegetales con excelentes propiedades organolépticas y producidos de forma social y ambiental responsable, aspectos muy valorados en mercados internacionales.

Los factores clave del éxito de ADIBA han sido el apoyo que les ha otorgado la empresa Servicios Internacionales de Exportación, S. A., la cual les compra el total de su producción de arveja dulce para exportarla hacia Estados Unidos y Europa; y su participación en los encadenamientos empresariales liderados por AGEXPORT, con apoyo de la Agencia de los Estados Unidos de América para el Desarrollo Internacional (USAID).

ADIBA -situada en el Caserio San Francisco, aldea Los Encuentros, Sololá-, es una de las organizaciones productoras que actualmente participan en el Proyecto Cadenas de Valor Rurales, que ejecuta AGEXPORT con el apoyo de USAID. A través de este encadenamiento las familias de sus 159 socios están mejorando sus condiciones de vida y generando beneficios indirectos a la economía local y regional.

- Information about combating rust coffee: In the bulletin “Our day to day” of RVCP, nine producer organizations of organic coffee were unveiled which have united to combat the caused damage by coffee rust and its plantations. The contributions of USAID and AGEXPORT were included.
- Technical note about infrastructure innovations of irrigation. On May 6th, the daily *Siglo 21* informed in the section of Economy *Mundo Economico* about the increase on onion production in the Ecological Integral Development Association Sacapulteca, Magdalena La Abundancia village, Sacapulas, Quiche, for the innovation on drip irrigation system.
- Global certification G.A.P and Tesco to the Association for the Integral Development Buenos Aires (ADIBA). The audit was done by *Control Union Perú*, part of the Duth holding *Peterson Control Union*.
- Official notification of Recertification ISO 9001:2008 to the Business Chains Program.
- On May 23rd, information about the financial training taught by AGEXPORT and OIKOCREDIT to members of the managing and accounting themes of the organizations that are part of RVCP was published.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TOTONICAPÁN Y QUETZALTENANGO



- On May 31st, the Brand Strategy and the Brand Plan for RVCP was delivered as they asked during the meeting in their offices on May 13th.
- On June 3rd, the daily *Siglo 21* published at its economic section *Mundo Economico* the informative note about organic coffee and coffee rust: "At Ixil zone the coffee rust is ending". This publication was based on produced bulletin by PEE.
- In the RVCP bulletin on June 6th was published about the training that "Agricultural Committee Nueva Esperanza" of *Pamaria* village, in *Santa Lucia La Reforma, Totonicapan* is receiving.
- The RVCP bulletin on June 12th announced that the Civil Agricultural Association *Union y Fuerza* (AGRIUF), of *Santa Lucia La Reforma, Totonicapan* received authorization from the Municipal Mayor to use the flow of the river *Pacoc* which will help to implement sprinkler irrigation.
- In June edition of *Data Export*, a note about RVCP was published as a booster of the economic development in Guatemala.
- On June 13th the fact that Luis Castañeda, Director of Support to Policies and Regulations for Economic Growth Project from USAID and Ivan Buitron, Manager of the Division Development from AGEXPORT signed a cooperation agreement to ease access to financial services to small producers of rural area at the Western part of the country, was informed.
- On June 19th a note about the activities that are coordinated in the western part of Guatemala by Agexport and The Nature Conservancy, with the objective of teaching the communities to reduce the impact of climate change, was published.
- Publication about the Peace Corps Volunteers of United States to support the chains of Quiche.

XII. Certification ISO 9000-2008 of the Business Chains Program (PEE):

On May 16 and 17, 2013, the Business Chains Program was submitted to the audit process for the renewal of the certificate under ISO: 9001-2008 standards.

During this period, the effectiveness on implementing the quality management system of the program was evaluated, confirming the continued improvement in the system and the level of maturity reached regarding the implementation of the processes for compliance with the targets set in the program and the quality policy. **Therefore, the certification body ICONTEC confirmed the granting of the certificate of renewal of business chains program.**



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



XIII. Administration

According to the provisions of the project within this rung they have covered payments for administrative salaries and benefits of staff assigned to the FTF project, (financial manager, deputy manager, administrative assistants, accounting and procurement). Being the main function the administrative compliance of the investment plans for approved value chains for components 1, 2, and 6 of RCVP. These administrative activities involve the monitoring of the different processes of procurement of goods and services that strengthen the chains.

Likewise, during this period, the expenses related to the leasing of office that occupies the staff of Business Chains Program, and expenses of the office staff, among which are stationery, consumer, cleaning supplies, electricity, water, telephone, etc., have been covered.

XIV. Institutional Strengthening

During this period, as an institutional support, the annual maintenance of the license of SAP system which is used by the administrative, accounting and financial personnel of Rural Value Chains project was paid.

XV. Indirect Costs

Within this rung, institutional staff costs that are linked to the implementation of Rural Value Chains project was covered, the support for this personnel is a percentage in areas such as purchasing, general services, maintenance, billing, among others.

XVI. Total Execution from October 2013 to September 2013

The global execution in this period goes up to **US \$ 2,018,268.50** according to the following Budgetary Statement.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Budgetary Statement

FEDERAL FINANCIAL REPORT (Follow form instructions)						
1. Federal Agency and Organizational Element to Which Report is Submitted		2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment)			Page	of
Agencia para el Desarrollo Internacional - USAID-		520-A-12-00003			1	1
3. Recipient Organization (Name and complete address including Zip code)						
Guatemalan Exporters Association - AGEXPORT- 15 Avenue 14-72 zone 13 Postal Code 01013						
4a. DUNS Number	4b. EIN	5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment)	6. Report Type	7. Basis of Accounting		
954608444			<input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input checked="" type="checkbox"/> Annual <input type="checkbox"/> Final	<input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual		
8. Project/Grant Period (Month, Day, Year)		9. Reporting Period End Date (Month, Day, Year)				
From: May 29, 2012 To: May 22, 2017		September 30, 2013				
10. Transactions				Cumulative		
(Use lines a-c for single or multiple grant reporting)						
Federal Cash (To report multiple grants, also use FFR Attachment):						
a. Cash Receipts			\$		2,211,005.87	
b. Cash Disbursements			\$		2,018,268.50	
c. Cash on Hand (line a minus b)			\$		192,737.37	
(Use lines d-o for single grant reporting)						
Federal Expenditures and Unobligated Balance:						
d. Total Federal funds authorized			\$		23,000,000.00	
e. Federal share of expenditures			\$		2,018,268.50	
f. Federal share of unliquidated obligations			\$		4,907,731.50	
g. Total Federal share (sum of lines e and f)			\$		6,926,000.00	
h. Unobligated balance of Federal funds (line d minus g)			\$		16,074,000.00	
Recipient Share:						
i. Total recipient share required			\$		1,200,000.00	
j. Recipient share of expenditures			\$		25,843.00	
k. Remaining recipient share to be provided (line i minus j)			\$		1,174,157.00	
Program Income:						
l. Total Federal program income earned			\$		-	
m. Program income expended in accordance with the deduction alternative			\$		-	
n. Program income expended in accordance with the addition alternative			\$		-	
o. Unexpended program income (line l minus line m or line n)			\$		-	
11.	a. Type	b. Rate	c. Period From	d. Base	e. Amount Charged	f. Federal Share
Indirect Expense						
g. Totals:			0	0	0	0
12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation:						
13. Certification: By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and intent set forth in the award documents. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001)						
a. Typed or Printed Name and Title of Authorized Certifying Official			c. Telephone (Area code, number, and extension)			
Deisy Elizabeth Mazariagos - Administradora Financiera Programa de Encadenamientos Empresariales AGEXPORT			2422-3300 ext 3569			
			d. Email Address			
			deisy.mazariagos@agexport.org.gt			
b. Signature of Authorized Certifying Official			e. Date Report Submitted (Month, Day, Year)			
			October 24, 2013			
			14. Agency use only.			
			Standard Form 425 - Revised 6/28/2010			
			OMB Approval Number: 0348-0061			
			Expiration Date: 10/31/2011			
Paperwork Burden Statement According to the Paperwork Reduction Act, as amended, no persons are required to respond to a collection of information unless it displays a valid OMB Control Number. The valid OMB control number for this information collection is 0348-0061. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0061), Washington, DC 20503.						



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Annex 2

Presentation Chain Case to Selection Committee



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Annex 3

Gender Equity Policy of the Rural Value Chains Project



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Annex 4

List of identified women that has decision making positions



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



Annex 5

Rural Leader Woman Profile



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TOTONICAPÁN Y QUETZALTENANGO



Annex 6

List of identified women with leadership potential



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

**CADENAS DE
VALOR RURALES**
QUICHÉ, TOTONICAPÁN Y QUETZALTENANGO



Annex 7

Drafted Material for Gender Equity Promotion